

➤ **PSI**

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JOURNAL



Meinhard Mombauer
LM Accessoires
“I Would Do
It Again”



Hans Poulis
EPPA
CSR: Responsibility
Paves The Way
For The Future

Writing Instruments
Ageless Classic

World Of Brands
Trustworthy
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Fragen Sie uns nach den Bedingungen und begleiten Sie uns auf diesem Weg zu mehr aktiven Klimaschutz.



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EDITORIAL

IT'S TIME TO GET EFFICIENT...

The promotional product market is in a bad way. In some European countries, especially in the south, markets have gone to the wall. This is particularly hard for distributors who have been doing business with a handful of customers. But it is also hard for internationally active importers. Their costs are spiralling out of control and products are piling up in a heap. They are gasping for air; rumours of takeovers are doing the rounds, fear of insolvency is spreading, general uncertainty is the result. These are not good ground conditions for devising strategic concepts and translating them into action – and yet that is exactly what is needed. In times of crisis, though, the blind panic button is pressed, which is understandable. Newspaper people and publishers can tell you a thing or two about that. When whole business models start looking shaky and new ones have not yet been found, it is difficult to talk about any future.

In situations like these, in my experience only one thing will help: concentrating on existing strengths and continuing to expand them. And one strength of the promotional product business is its direct and personal line to the customer. Maintaining and vitalising this line must be the top priority at this time. This is not terribly easy, as even in-house trade shows, for example, demonstrate time and again. Exhibiting companies have long been finding fault with the inflationary nature of these events. However, it may also be that customers have not been courted enough. Today, let's face it, we need to do more than we were used to in the good old times. It is also possible that a combination of the two circumstances is to blame for the declining interest.

At any rate, the direct and personal line to the customer definitely needs to be vitalised more. Sure, that's easier said, and even easier written, than done. But believe me, there is still potential there. When I ask around with friends and acquaintances, hardly any of them are able to name me a trustworthy promotional product consultant. With other professions, we have much higher hit rates in that respect. We therefore still have lots to do, there. What is missing is promotion, what is missing is marketing. Not everywhere, obviously. Broad sections of the industry, however, seem to be very frugal in this regard. At the same time, we should keep in mind that among micro-businesses 59 per cent, small businesses 35 per cent, and even among medium-sized businesses 20 per cent are not deploying any promotional products at all (GWW survey). Yes, that is potential that should be encouraging – and inspiring us to take action.



Manfred Schlösser

With this in mind,

Manfred Schlösser
Editor-in-Chief PSI Journal

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TRUSTWORTHY PRODUCTS

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In modern markets that are constantly changing, brands provide important orientation and confidence when making decisions. They allow consumers to identify with a company's products or services and have the ability to produce long-term company success. Furthermore, writing instruments are another focus of the current title theme – see page 40.



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Touchable advertising made by STAEDTLER

USING THE POWER OF THE SENSES

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New concepts have raised the barriers to successful marketing even higher. Multi-sensory marketing, as the practical implementation of neuromarketing, is aiming to counter the loss of effectiveness of traditional advertising methods by putting the focus back on human beings, with their multi-sensory perception.

RESPONSIBILITY CREATES FUTURE

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For three years, EPPA has been busy developing the European Code of Conduct for the promotional product sector. Now CEO Hans Poulis has presented the programme with its three-level approach within the context of the PSI. The heart of the certification scheme is that the industry needs to become more professional in order to remain credible and successful in the future. The PSI Journal spoke to Hans Poulis about the concrete set-up and implementation of the CSR programme.

NINE PROMOTIONAL PRODUCT SPECIALISTS ON TOUR

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Nine partners, eight stops, one goal. With brand new catalogues and fresh impressions of the PSI, a group of well-known promotional product suppliers hit the road to their customers' regions – and profited from the logistical advantage of the family-like presentation form of short routes.

MEINARD MOMBAUER: "I WOULD DO IT AGAIN"

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Whilst still a student, Meinard Mombauer founded LM Accessories together with a partner in 1988 and within 25 years built it up into one of the most significant promotional products suppliers. "You have to reinvent a company again and again," says the entrepreneur today. After our conversation at the company's headquarters in Cologne, Germany there are no doubts lingering that he has succeeded outstandingly at this. This is the story of LM and the man behind it, who summarises this anniversary year: "I would do it exactly the same way again."



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LEATHER

Glacier mummy Ötzi was already wearing it on feet, head and body – leather. The first “leather find” is quite a bit older, however: in 2008, a leather glove was discovered in Armenia which can be dated to 3630 – 3380 BCE, and the vegetable tanning method was already being used at this time in ancient Egypt. Today, leather is still one of the most popular materials owing to its many qualities. Leather is supple, tear-resistant and tough. In the following, we are showing you a few products which demonstrate how versatile this popular material can be.



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IMPLEMENTS TO WORK WITH

"Do it yourself" came back into fashion as soon as one handyman do-cusoap after another was shown on television and everyone felt called upon to try their hand at it. Finds of early tools from the stone age show that people have handicrafts and DIY in their blood, so to speak. Early on, people were using all sorts of objects to make tools which made certain activities possible or substantially facilitated others. The Copper Age brought with it the first tools made of metal. Whether you just want to make life easier or pursue your hobby with tools, we have selected products that every well-appointed handyman needs.



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MULTI-SENSORY MARKETING

USING THE POWER OF THE SENSES

New concepts have raised the barriers to successful marketing even higher. Multi-sensory marketing, as the practical implementation of neuromarketing, is aiming to counter the loss of effectiveness of traditional advertising methods by putting the focus back on human beings, with their multi-sensory perception.

Multi-sensory marketing is all about optimising sensory signals – from product design to the sensory signals that the media use to drive brand communications, through to the sensory signals that are key to the sales process. The creation of a powerful multi-sensory brand also involves the marketing process as a whole. The idea of using various sensory channels to communicate is nothing new, as the scientific basis already exists: instead of appealing to the consumer's senses through gut instinct and sense of taste, neuroscientific knowledge provides a basis for the targeted, brand-related integration of sight, sound, touch, smell and taste into a marketing concept. Instead of prioritising the eyes and then appealing to the ears, multi-sensory marketing embraces all five senses.

COMMUNICATING THROUGH ALL SENSORY CHANNELS

The PSI Journal interviewed Dr. Klaus Stallbaum and Olaf Hartmann, founder members of the Multisense Institute, which has united the complex world of multi-sensory marketing and unravels neuroscientific knowledge for practical application in marketing.

Mr Stallbaum, how important is the multi-sensory approach in marketing?

The higher the advertising wastage in the world of 2D oriented communications, the stronger becomes the focus on marketing for, and with, all five senses. The growing movement towards multi-sensory marketing is more than just a trend, a number of neuroscientific studies have now shown that people are primarily influenced by sensory perception – the homo economicus as a basis for economic considerations is an idea that has run its course. Multi-sensory marketing is not just a hot topic, but an area that every marketer of today and tomorrow will have to know about and work with.

How does multi-sensory marketing work?

Multi-sensory brands transmit their information along three different sensory channels. The great effectiveness of the multi-sensory approach is based on science: you can assume a tenfold increase in impact when you play on different sensory channels simultaneously, and progress is also being made in research into individual senses and their interaction. Individual tastes and gut instinct are increasingly being replaced by objective criteria, and marketing is developing a sound scientific foundation. Motor function, and the tactile sense play an often underestimated role in this regard. Non-verbal communications can trigger unconscious mental constructs, which can permanently influence our perceptions, value judgements and willingness to buy. Of course, non-verbal communications play a decisive role in helping us to really appreciate quality and, as studies have shown, have a positive influence on purchasing decisions. This is some-

thing that also applies to intangible products, from services to fundraising.

How is multi-sensory marketing being accepted in the advertising industry?

What has until now hindered the swift and straightforward acceptance of this topic by the branding industry has been a certain lack of affiliation among the individual multi-sensory disciplines: a lack of bridges, a lack of synthesis. That has now changed, and quite significantly. Multi-brand manufacturers such as Henkel have encoded their entire product ranges according to the findings of neuromarketing. All marketing campaigns are geared towards this area. The added value of synthesis and transparency is no longer seen as “exotic” or bizarre, it is one of the tools of the marketer’s trade. Haptic branding is also benefiting from this, as it defines the tangible difference of a brand compared to its competitors with memorable touch-and-feel properties that give a brand a definite, palpable profile. The spectrum of applications embraces a product and also the way it is marketed. Haptic design is becoming particularly widespread in the automotive industry, telecommunications, IT, fashion, cosmetics, food, the paper industry and even in dialogue marketing.

What do multi-sensory concepts have to offer with regard to purchasing decisions at point-of-sale, customer loyalty and product image?

The product experience is the main driver behind decisions to buy consumer goods. No emotions – no sales, no money! There is no decision that doesn’t involve our emotions to some extent, through our sensory perceptions, and most decisions to

buy are made spontaneously at the point of sale. Brain research has shown us that 95 per cent of all purchases are decided on emotional grounds. In order to distinguish themselves successfully from the competition, the main challenge facing manufacturers and distributors is to create a complete brand experience for the customer, and to convey the underlying values of the brand successfully, in an emotional sense. In this regard, emotionally-oriented communications are playing an increasingly important role in the field of brand advertising. Obviously, this includes all types of advertising. They can, and must be used to translate ideas and products into real, sensory and most importantly into effective advertising campaigns, in other words a transition from strategy to marketing practice. In order to enhance the image of a product, quality and marketability are always indispensable. Through multi-sensory network-



ing, unusual forms of advertising can contribute to the individual product experience and help to boost product image. But if the quality is lacking, in the long term it is not possible to construct a positive image for any product.

When does multi-sensory advertising really make sense? What targets can it help advertisers achieve?

First of all, a business owner has to decide whether his product really is relevant. He has to find that out for himself, and there are many sources he can use to find the answer. Monitoring market trends, sales figures, comparisons with competing products, knowledge of the market and target groups, costs of production, pricing and so on. If the answer is positive, then he can create targeted forms of advertising based on the key data for the product, inspired by the rules of multi-sensory marketing, and this can obviously include non-verbal forms of communication. The goals of the business owner are many and varied – product launches, increased sales, improvements to image or market positioning, or the boosting of attendances at events or trade fairs. This will be clarified in a briefing. The concept and application of specific forms of advertising will be interpreted according to this “distilled” information. Not every communications tool is appropriate for every project. The same applies to product design: form follows function.

Continuing with the theme of efficiency of the multi-sensory concept: can it help to identify a brand, and surround a company's image with positivity?

Without a doubt. The way to achieve that is very clear: how can you obtain a decisive competitive advantage by using multi-sensory marketing? For example by increasing the inner value of a product, when it plays on functional, distinctive, mythical or magical emotional reinforcers. Or you can use the power of the senses when presenting your product, through colours, scents, fragrances, taste notes and non-verbal experiences. With each additional sense that really connects with the customer, you get more attention, commitment and brand loyalty – this was demonstrated by a study carried out back in 2005 by Millward Brown. Brands with a recognisable multi-sensory identity have twice



the number of repeat purchasers as other brands – proof that this is a sustainable strategy.

In dialogue marketing, multi-sensory communications have to be easy to implement. Could this approach be used to optimise mailings, for example, which are so often discredited?

Dialogue marketing is pre-destined for appealing to consumers and customers through various sensory channels, as the target groups are contacted directly, on a personal and interactive level. The higher the number of senses you can positively engage, the greater the attention, the emotional connection, and the long-term effect.

The haptic perception – the sense of touch – is of primary importance when it comes to the success of a mailing. The importance of surface feel to our perceptions, our value judgements and our memories is fundamental, and points

to its potential in the field of dialogue marketing. Haptic sensor and communications systems are certainly suitable for dialogue marketing. Every contact counts, every hand movement transmits information. Tactile impressions are crucial for the overall evaluation of a mailing or promotional product. Optimising the haptic aspects of a mailing is decisive in terms of increasing the level of appreciation, response and willingness to buy.

In this respect you always need to make a few preliminary considerations: what meanings are you transmitting to the target customers? What emotions and associations are triggered by certain material properties? How can you make the advantages of a product or service tangible? The answers to those questions will show you the best way to design your mailing. <





THE FIVE SENSES IN COMMUNICATION

The use of multisensory marketing also has a positive economic impact. With each additional sensorial impact which convincingly appeals to the customer, his attention, commitment and brand loyalty increase. Multisensorially recognizable brands achieve repeat purchase rates that are twice as high as those of regular brands. That means this path is more sustainable. Here is an overview of how the five senses function and how they can be integrated into marketing.

SIGHT

Considered to be the dominant sense of our times, up to 80 per cent of what we perceive comes through our sight. According to information from the international marketing expert Martin Lindstrom, 83 per cent of advertising addresses the eyes.

FOCUS ON SIGHT

The huge focus in advertising on the visual aspect is resulting in oversaturation. For example, the emotional character of advertisements is frequently emphasised as a key requirement, however the portrayal of emotions alone (laughing faces, sexy glance) is only effective to a certain extent, as these images have long become clichés. More important than this is the field of associations which is visually developed by the advertising or the story that the picture tells. We see with the brain and can only perceive what we actually see or what we know. Our view of the world thus depends on our individual and cultural background, experiences, memories, current emotional state, and so forth.

VISUAL BRANDING

The field of visual branding is broad and diverse, it is largely covered by CD, but also by CI, which in turn is based on brand values. It encompasses all elements and dimensions that are perceived with the eyes: logos, key visuals, eye-catchers, layouts, colours, designs, architectonic design ranging from corporate headquarters to the POS, interiors, corporate dress code, etc.

TOUCH

This sensory dimension plays a crucial role in the purchasing decision – the initially visually registered product must prove its quality with the “feel test”.

THE SKIN AS THE PRIMARY SENSORY ORGAN

The tactile aspect is associated with the sense of touch, forming the largest and primary sensory organ for humans. Our skin is covered with receptors that are located in or close to the skin and specialise in different sensations. These nerve stimuli are then decoded by the respective regions of the brain. The tactile sense describes the active components of skin sense and touching, feeling, sensing and grasping the material world. It conveys information such as shape, surface structure, size and weight.

TACTILE BRANDING

The “feelable” difference of a brand compared to the competition is defined via tactile branding. Here, CI/CD serve as a blueprint and the tactile qualities must produce a consistent overall picture in conjunction with other sensory components of the brand. What is so special

about the tactile dimension is that it gives clear and tangible contours to the brand or brand values by creating and developing tactile handling qualities that are easily remembered and convey the intended associations. Apart from the product itself, communication also offers many opportunities for tactile experiences, ranging from packaging through to mailing campaigns and promotional products. Tactile product design is becoming increasingly widespread in the automotive industry, in telecommunications and information technology, in fashion and cosmetics, in the food sector and in the paper industry.

SOUND

It is estimated that over 30 per cent of brand communication is conducted via sound. Relevant studies show that positive sound can lift people's mood by up to 65 per cent, for example when shopping. It is an area in which potential is still being wasted. Another underdeveloped area is the synchronisation of different acoustic touchpoints.

AUDIO BRANDING

Acoustic or audio branding encompasses the creation and establishment of an unmistakable sound identity based on brand image/CI. It is orchestrated together with the other sensory channels used by the brand. This holistic process sets out all internal and external acoustic touchpoints – from PC sounds to the melody played while callers are on hold through to jingles, website sounds and background music for trade fair stands. All assigned acoustic elements (sound, music, language) combine to create an audio CI.



ACOUSTIC PRODUCT DESIGN

Acoustic product design describes the creation of a characteristic sound for industrial products or goods, such as cars, telephones, PCs, household appliances and food. Examples include noises made during consumption, for example the typical crunch of biscuits and crisps, or sounds that are made when opening bottles and packages. Sounds, melodies and rhythms have both an emotional and associative effect. Ideally, they are easy to remember and can even overcome cultural boundaries.

SMELL

Fragrances play a very important role in the sensory world. According to a broadly structured international study by Millward Brown and Martin Lindstrom (1999–2004), 75 per cent of our emotions are influenced by smells in daily life. Due to the direct connection between the sense of smell and the memory regions of the limbic systems, fragrances and smells directly evoke memories and associations. Even smells in subtle doses create natural smell experiences and are especially positively received.

OLFACTORY BRANDING

Olfactory branding still offers great potential, ranging from the smell of the actual products through to fragrance notes for personnel through to the scenting of POS, from packaging through to promotional media that entice customers with traces of fragrances. It is essential that the product, service or brand is assigned a characteristic fragrance or scent which remains consistent and is synchronised with other sensory elements. The composition must be tailored to suit the brand values and brand image. There are overlapping boundaries between fragrance and aroma design, as aromas address both the taste sensors and the smell receptors. These chemical senses mutually influence and reinforce each other. The brain decodes the signals from these two senses to produce a combined impression.

TASTE

The gustatory experiences associated with the specific flavour of a product or brand fall within the domain of gustatory branding, which in turn is based on the defined brand values. The specific brand flavour is often created with unique and specially developed recipes.

FLAVOUR BRANDING

Specialists in artificial flavour design, known as flavourists, work with thousands of aromas (some natural, some identical to nature or synthetic) to optimise the flavour of foods. Food designers work with complete recipes, including new creations (e.g. functional food), and the visual design of foods. In addition to the five scientifically established taste sensations of sweet, sour, salty, bitter and umami (Japanese word describing a savoury flavour reminiscent of meat or broth), research is currently being conducted into the possible existence of other taste sensations. Flavour branding primarily plays a role in food products, hygiene articles, pharmaceutical products and luxury consumables. Other opportunities for gustatory brand experiences are presented for example by catering events and promotional products. <



Klaus Stallbaum and Olaf Hartmann, founder and acting partner of the Multisense Institute, create a total multi-sensory marketing concept, including research and marketing practice. The Institute's activities, and the formats of the multi-sense forum, have created an interdisciplinary platform for multi-sensory marketing.

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WORLD OF BRANDS

TRUSTWORTHY PRODUCTS

In modern markets that are constantly changing, brands provide important orientation and confidence when making decisions. They allow consumers to identify with a company's products or services and have the ability to produce long-term company success.

Brands identify the products and services of a company. They can represent the quality of a company. Strong brands are an asset and build stable relationships between suppliers and customers. They influence our purchasing decisions on a daily basis: brands give impulses, arouse emotions and occupy positions. They create clear distinguishing features. As advertising tools in word and image, shape and sound, they give us valuable orientation in the never-ending flood of communication messages. Only a brand can turn anonymous products into unmistakable branded products – and sometimes a few letters or a symbol even develop into a legend. Every brand is a promise: in the reliable source and the consistent quality of a product, a service or a company. Brands appeal to desires, convey values and beliefs, thus allowing authentic identities to emerge which build trust and allow long-lasting customer relationships to develop.





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There's no question about it: Notebooks ("Brandbooks") are so in (again). And this in the face of tablets and smart-phones. Senator has recognised this trend and is offering the perfect cover for these useful organisers: Skuba Mybook. The stylish innovation in the promotional products market is a "must have" for real trendsetters; it enhances every hard-cover notebook in the DIN A4 format. A modern design in the fresh, strong colours orange, red, royal blue, lime, grey and black round off the Skuba Mybook and turn it into an effective and long-lasting promotional product.

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ENVIRONMENTALLY AWARE

The company from Solingen with a long-standing tradition triangle is for the first time offering increasingly environmentally conscious customers a range of high-quality kitchen utensils which particularly conserve resources in the form of the new handle series Greengrip. These products are manufactured from renewable raw materials and are 100 per cent biodegradable. In addition, the fresh green tone and the high level of workmanship of this series wins the customers over. Advertising can be affixed upon request.

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Pustefix has been a fantastic promotional tool from the outset due to its many design possibilities. With the Shrink Sleeves range, the manufacturer has now made the soap bubbles in the popular small container even more attractive. The magnificent colour brilliance of the so-called CMYK foil printing is particularly effective for photo images. And, what's more, it is smooth to touch as the heat allows the sleeve to achieve a perfect fit, making it a pleasure to hold. Further additional effects can be achieved in combination with a transparent container, which draws the eye to the content and promotional messages. Shrink Sleeves can be provided for orders starting at 800 pieces.

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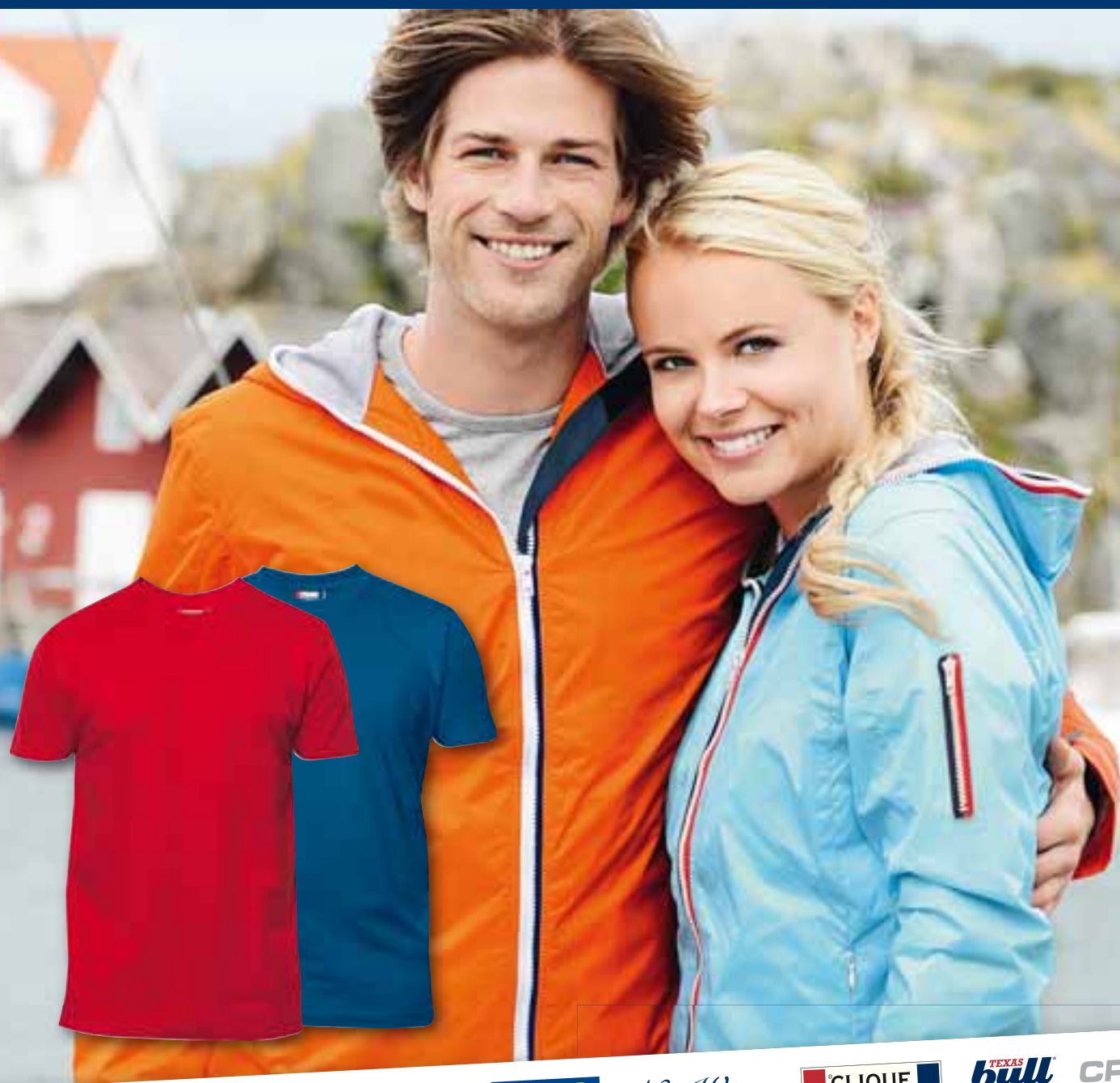


THE DAIBER WORLD OF BRANDS

With more than 800 products in more than 17,000 variants, Daiber by its own account is one of Europe's biggest suppliers of textile promotional products and promotional wear. Via its own brands James & Nicholson and Myrtle Beach, the textile specialist offers a full range for every requirement and every occasion – showing unique depth and coverage of range. For sport, business, leisure or manual work, Daiber supplies functional and high-quality promotional textiles and unparalleled work clothes for ladies, gents and children. The current 2select 2013 catalogue shows more than 100 innovations in current colours and forms, and encourages browsing on the company's website, too.

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info@newwave-germany.de
Tel.: +49(0)8033 979 120

www.newwave-germany.de



DENTAL HYGIENE FOR ON THE GO

The sugar-free dental hygiene chewing gum Sweet Image Gum from i.p.a. Sweets cleans teeth after meals without a toothbrush and makes sure that the user has fresh breath. Salivation is activated by chewing the gum which cleans the surface of the teeth and the plaque on the teeth is literally washed away by saliva. The Sweet Image Gum fits into every jacket or trouser pocket with its practical flat format and easily portioned dragées. There's plenty of room for advertising either on the printed wrapper or directly on the 12 piece blister pack.

45893 • i.p.a. Sweets GmbH • Tel +49 4242 961200
info@ipasweets.de • www.ipasweets.de

HIGH-QUALITY ADVERTISING

One of the innovations that Jung Bonbonfabrik GmbH launched in the year 2013 is called the Sleeve Technique. First of all, foil is designed and printed using flexographic or digital printing. This foil is formed into a tube by gluing it, then it is cut to size depending on the product and pulled over it. Thermal shrinking enables a skintight advertising foil to be produced which lends the advertisement a very sophisticated and professional look. In addition to the sweet and chewing gum tin Top Can®, which was introduced last year, the sleeve technique can be applied to the products Mint Stick, Candy Can XS and Candy Can Slim Edition as well as the Snack Roll.

41545 • Jung Bonbonfabrik GmbH & Co. KG • Tel +49 7042 9070
zentrale@jung-europe.de • www.jung-europe.de



TARPAULIN TO A T

The LorryBag Original has long been a legend. More than a decade ago the bag manufacture Halfar revolutionised the industry with this first tarpaulin bag in promotional product form – and the bag is thrilling customers to this day. Now the German-based company has been busy overhauling its tarpaulin range. The result is a LorryBag family featuring new functions and striking designs. To start with the classic has itself undergone fresh cell therapy: with the LorryBag Original 2, Halfar now offers an alternative to the tried and tested original bag. All new models and colours can be found on the tarpaulin specialist's website.

45666 • Halfar System GmbH • Tel +49 521 982440
info@halfar.com • www.halfar.com



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PSI Journal 4/2013

www.psi-network.de



QUALITY WINS THROUGH

The decision to manufacture in Germany again and to push the Eurostyle brand on the market in a much stronger way was made by the Eurostyle Department of Emil Kreher GmbH & Co. KG a long time ago. A further decision was reached last year, namely to expand the lines Germany, Torri and Club in the new collection 2013/2014 with a multitude of products manufactured in Germany. As a result, besides the well-known products in the Germany line made out of Aniline cowhide leather (for example iPad cases, key rings, purses), there are now articles made out of very soft grained Donato cow leather, too. A couple of examples of the product expansion are the new smartphone cases and key rings in the Torri series.

41857 • Eurostyle – Emil Kreher GmbH & Co. • Tel +49 921 789520
info@eurostyle.eu • www.eurostyle.eu



A FULL RANGE

Maprom GmbH, a promotional textile producer based in Germany, acquired global rights on the JT's brand in 2009 and likewise took over the entire JT's product range. The range covers T-shirts, polo shirts, sweat-shirts, caps, bags, as well as shirts and blouses that were only introduced to the JT's Collection last year and – like all JT's products – are characterised by outstanding quality and excellent finishing. And not to be forgotten: the price-performance ratio is excellent, too. Be it elegantly sporty short-sleeve blouses or timelessly classic long-sleeve shirts, the JT's quality of the new product range is captivating in every cut and design variation.

47372 • Maprom GmbH • Tel +49 5271 97190
info@maprom.de • www.maprom.de



ALWAYS IN A GOOD MOOD

With an ample portion of cheery mood, the mbw figure Herr Bert has long had a firm place in everybody's heart. He is pleased to show his versatility together with Berta. Originally developed as Squeezies, he now dispenses his charm everywhere: for squeezes, cuddles, memories. Herr Bert and his Berta even made successful appearances in animated clips and flicker books. They are genuine all-round talents and are already looking forward to being used in new customers' customised, cross-media concepts.

42020 • mbw Vertriebsges. mbH • Tel +49 4606 94020

info@mbw.sh • www.mbw.sh



CONSTANTLY CARED FOR LIPS

The lip balm Lipsoft with SPF 20 from Kundenpflege contains highly effective vegetable oils and waxes. It is moisturising, lipid replenishing and protects the lips from the sun, cold and wind through its high-quality shea butter and vitamin E. In addition to this, it is free of paraffin, mineral oils and preservatives. Lipsoft lip care is available in different varieties, for example as Basic, Sport or even with LED. The Lipsoft series is a particularly ideal promotional product item because of the different colours of its tubes.

46887 • Kundenpflege Wellness & Care GmbH & Co. KG • Tel +49 6541 812950

info@kunden-pflege.de • www.kunden-pflege.de

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KEEPING THE GOAL IN SIGHT

Kasper & Richter's brand new release for the start of the year 2013 is the Travel Companion, an all-rounder among the compasses. The practical pocket mirror compass is ideal for every outdoor activity. The removable magnifying glass and the ruler (centimetre/inch) are invaluable when determining the route to take. What's more, the Travel Companion contains an integrated LED, enabling orientation during the night. All-in-all, the compass is a high-quality product with fluid-filled capsule, which means that the capsule adapts in extreme variations of heat and cold and, thus, does not build air bubbles.

40043 • Kasper & Richter GmbH & Co. KG • Tel +49 9131 506550
info@kasper-richter.de • www.kasper-richter.com

TURBO SALAD SPINNER

Crisp, fresh salad is, without question, a healthy kitchen classic. And to make the preparation even easier, Emsa has now released the first salad spinner with turbo on the market. Due to its 50 per cent higher rotating speed, it is significantly more efficient than standard spinners. The product comes in three varieties, intended for different target groups. Particularly attractively presented is the spinner made of stainless steel, in which the salad creations can subsequently be served in style. A further variety in transparent plastic is also elegant for the table. And those who would like a space-saver for small kitchens will be amazed by the collapsible salad spinner.

42692 • Emsa GmbH • Tel +49 2572 13218
werbeartikel@emsa.de • www.emsa.de



STRONG COLOUR MIX

The manual pepper mill Molène by Peugeot brings a splash of colour to every kitchen. The combination of the transparency of acrylic and the intensity of the coloured material is particularly elegant. Colours can be combined according to personal taste in attractive twin sets. The mill's transparent body allows the content and fill quantity to be quickly identified. The fineness of grind can be set variably using the knob at the top of the mill. As the peppercorns are cut and not squeezed with the sharp teeth of the grinder, the fine aromas of the seasoning can be preserved. The mill is a compact 14 centimetres high and, due to its ergonomic form, lies perfectly in the hand. The manufacturer provides a lifetime guarantee (25 years) on the grinder.

48500 • Peugeot – PSP Deutschland GmbH • Tel +49 2556 902110
pspdeutschland@psp-peugeot.com • www.psp-peugeot.de



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PSI Journal 4/2013

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WELL-EQUIPPED FOR ALL SITUATIONS

Often it's only possible to determine which tools are needed when the work is already being done. The Kraftform Kompakt 10 by Wera is just the right product for times like these. It is fitted with an ergonomic "Kraftform" handle and different screwdriver bits: slotted, cross head, Phillips, cross head Pozidriv and Torx. Bits can be changed quickly thanks to the "Rapidaptor" bit holder with quick-release chuck.

48078 • Wera Werk • Tel +49 202 4045144

matuschek@wera.de • www.wera.de



VERSATILE LIGHT SOURCE

The handy LED light by Lichtkraft is a useful utensil in many ways. Due to its dual switching function it can be used as a normal lamp or, alternatively, give off a blinking signal. Furthermore, it is equipped with a hanger, so that it can be secured for lighting purposes. If one inserts the battery-operated, approximately ten-centimetre long light in the shaft and screws it in place, it can even be used as a torch. The batteries come supplied.

47203 • Krüger & Gregoriades Im- + Export GmbH • Tel +49 40 73102180

info@kg-hamburg.de • www.kg-hamburg.de



A KIW TO DREAM WITH

A new highlight for Beasts fans has been available for a short time now: Kiwi Kiki from Sigikid. Kiki has dreamt of flying ever since he was a small chick. His fellow creatures can try to convince him as often as they want that he is a flightless bird. He threw himself off the roof of a sheep farm in a death defying way once and fluttered about wildly with his stumps for wings. The outcome: Disillusionment plus a fractured leg. Maybe the love of the new owner of this soft toy will help give him his self-confidence back. Kiwi measures 21 centimetres and is filled with polyester padding. Fantastic additional articles such as tableware, cushions and notebooks are available with immediate effect, too.

48311 • sigikid • Tel +49 9201 70129

anja.deroni@sigikid.de • www.sigikid.com



XX METMAXX®

POPULAR BRANDS

Sound quality, reliability, a high dose of innovation and a true orientation on design have been Spranz' philosophy since 1965. The range of goods is subdivided into four attractive main lines, supported by just as many brands: Metmaxx – elegant metal and electronic articles; Blackmaxx – innovative bags and purses with high utility value and attractive designs; Thanxx – unusual promotional, mailing and give-away items; Creativ design – an extensive motor vehicle range and practical accessories. In addition, Spranz offers comprehensive customer advisory service and support all along the sales chain.

41462 • Spranz GmbH • Tel +49 261 984880

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ADVERTISING WITH POPULAR BRANDS

Building things with the famous Lego bricks develops creativity, trains technical ability and is really good fun as well. The book from Dorling Kindersley, “Das Lego-Ideen-Buch” (in German), offers an incomparably rich source of inspiration with over 500 original models from every topic and for all ages. Whether with a few or a lot of stones, everybody can decide for themselves what the new construction should look like, depending on how they feel. However, not only for this successful brand is there an accompanying book which can be individualised with a customer logo on the cover upon request. Further well-known names such as Star Wars and Jamie Oliver delight people through Dorling Kindersley books and these can also be used as a means of advertising.

48489 • Dorling Kindersley Verlag GmbH • Tel +49 89 442326220

oliver.rehme@dkgermany.de • www.dorlingkindersley.de

GENUINE HANDIWORK

The Kasimir cheese grater from koziol raises its prickles and grates Parmesan, gouda, etc. into fine strips for delicious pizza, pasta dishes or gratins. The little hedgehog is the perfect symbiosis of design, function, and emotion and a small decorative item for table and kitchen. It is the ideal accessory for all who enjoy cooking at home and love fresh ingredients. Kasimir is pleasant to hold and makes cheese grating fun.

47406 • koziol » ideas for friends GmbH • Tel +49 6062 6040

incentives@koziol.de • www.koziol-incentives.de



FOR THE ACTIVE MAN

One of the 2013 highlights from Hanes is the Cool-DRI Athletic Track-T, which has been developed specially for active men, be they enthusiastic leisure-time athletes or demanding professionals. The shirt belonging to the range by Smartwares Printables GmbH is available in three colours (black, white and red) in the sizes S to 2XL. The 200 gram/square metre round-neck T-shirt with raglan sleeves has grey lateral contrasting stripes and, thanks to the stretch material (92 per cent polyester, 8 per cent Lycra) offers maximum freedom of movement during numerous activities. Due to their special manufacturing method, Hanes Cool-DRI polyester fabrics are optimally suited to achieving an excellent finish both during thermal transfer printing and when ink is used.

45383 • Smartwares Printables GmbH • Tel +49 241 705020

printables.support@smartwares.eu • www.smartwares-printables.eu



PIT & PAT

Pit & Pat are the names under which, at WIL Langenberg GmbH, trendy plastic watches from the brand Longhill are available, each in eleven exciting colours: red, yellow, orange, pink, purple, blue, light blue, green, black, white and grey. The backs of the modern, 14-millimetre-high chronometers consist of stainless steel, the straps of robust, easy-care silicone. A surface of a diameter of 30 millimetres is available for promotional purposes. The company Longhill can look back at more than 22 years' experience in the manufacture of quality clocks and provides a three-year guarantee. Designs tailored to customer desires are possible.

42955 • WIL Langenberg GmbH • Tel +49 2192 92190

info@g02wil.de • www.g02wil.de

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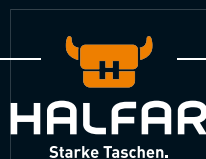


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Lorrybag® Original 2
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BRAND NAMES FROM THE GLASS FACTORY

The brand is an interaction of shape and colour with an emotional value. It takes many years of know-how and sophisticated technology to strike the right note, especially when it comes to printing glass and porcelain. As a glass specialist, Rastal has numerous possibilities to transfer designs based on the CI concept to glasses and cups. Well known in the international beverage industry, the company develops its own unique designs and decorations for bottles for renowned beer brands and beverage manufacturers. Rastal applies the colour-accurate CI and striking advertising messages to everyday items. Sophisticated design meets enhanced functionality with Rastal promotional product concepts. One speciality of Rastal is UV TEC colour printing technology. The 70 million printed articles since its introduction in 2009 send an unmistakably clear signal.

41829 • Rastal GmbH & Co. KG • Tel +49 2624 160

werbeartikel-service@rastal.com • www.rastal.com

FIVE NEW DESIGNS

Beechfield offers rucksacks and bags under the BagBase brand which are not only functional, but also stand out due to their striking design. The current range has just been extended by five additional new designs – fashionable, exciting, but still affordable. The BG825 Heritage Backpack and the BG865 Heritage Messenger (shoulder bag) are now available. Both are designed as retro models, made of modern materials in many different colours. They are manufactured from 600D polyester and stand out due to their details. The new range by Beechfield also includes the BG255 Metro Digital Backpack, the BG5 Budget Gymsac in duffel bag style and the BG673 Canvas Day Bag.

46002 • Beechfield Brands Limited • Tel +44 161 7629444

sales@beechfield.com • www.beechfield.com



TRUE MAGICIAN

Unold AG creates action in the kitchen with the ESGE-Zauberstab M 200 mixer, featuring a two-level 200 watt AC motor with enough power for all tasks that are typically carried out when cooking or baking. It achieves optional 12,000 or 17,000 revolutions per minute. The mix maestro is accompanied by several assistants: beater disc, multi-purpose blade and whisking disc, all members of the ESGE family. The “Zerkleinerer” (shredder) and “Zauberette” by ESGE are two further handy companions. The ingredients can be temporarily stored in the supplied cup set. And finally, the recipe book “Das große ESGE Koch- und Zauberbuch” rounds off the range.

45598 • Unold AG • Tel +49 6205 94180

info@unold.de • www.unold.de





ELEGANT PROTECTIVE CASES

Acar Europe GmbH is offering high-quality articles which are really useful in everyday professional life under the brand Arwey. Besides the well-known Arwey notebooks, there are also iPhone and iPad cases now which can be modified upon request, too, depending on the type of device. A particularly high-quality PU has been used which can be dyed in the nine well-known Arwey colours. The innovative construction of the cases makes it possible to take the device out very quickly by means of a pull-out band. The minimum quantity that can be ordered is 100 units.

48055 • Acar Europe GmbH • Tel +49 6172 1710710
info@acar-europe.de • www.acar-europe.de



TABLE CULTURE

Do vessels for storage and presentation of food and every-day utensils need to be colourful and made of plastic? Certainly not! Sebastian Herkner, currently surely one of Germany's most sought after up-and-coming designers, has created fine bowls with matching lids for Carl Mertens. The key feature of the series, named Safi, is the elegant mix of materials with glass and stainless steel. The glass is hand-blown; the stainless steel is "made in Solingen" and has been polished to a high-gloss finish. Table culture and design of the highest standard.

47676 • Carl Mertens Besteckfabrik GmbH • Tel +49 212 2422517
info@carl-mertens.com • www.carl-mertens.com

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HAVE A GOOD TRIP

Anyone who travels a lot should take a look at the range from Macma, as here the big Ferraghini travel bag can be found with two carry straps, two belt straps made of faux leather and a metal lock with two keys. The special Diamond Ripstop polyester gives this bag a particularly elegant surface. Macma prints single-colour promotional messages on one strap. Also practical and indispensable is the Suit Carrier – a garment bag in which suits or two-pieces are accommodated correctly. And that's not all, as the additional stowage space means that there is enough room for the whole short trip. The promotional message is printed on the inside on the middle zipped compartment. Multicolour printing on request.

40909 • Macma Werbeartikel oHG • Tel +49 911 9818133

verkauf@macma.de • www.macma.de

LABEL-QUALITY SOUND

The Blaupunkt Stereo Clock Radio in white with three-step dimmable display automatically synchronises the time from iPhone or iPod touch. The alarm can be triggered via buzzer, UKW radio or iPhone. The favourite radio station can be stored in any of the 20 station buttons. The device has a sleep function for automatic switch-off, respectively a snooze button for a repeated alarm. The MP3 link guarantees music replay from an MP3 player with a built-in stereo loudspeaker. The supplier is Lehoff GmbH.

41259 • Lehoff Im- und Export GmbH • Tel +49 40 5296070

info@lehoff.de • www.lehoff.de



THE FIRST OF ITS KIND

Alaska, the first electric nutmeg mill by Peugeot, takes its place in the kitchen. Stylish and in fine colours, the battery-operated mill grinds the large, hard nutmegs almost magically at the touch of a button and adds just the right amount of spice to any meal. A light source lights up the lower grinding area during the process. The curved form and the integrated round push-button give it an unpretentious but modern look. The 16-centimetre tall mill is equipped with a Peugeot motor and comes supplied with six AAA batteries. The manufacturer offers a lifetime guarantee (25 years) for the grinder and a two-year guarantee from the date of purchase for the rest of the device.

48500 • Peugeot – PSP Deutschland GmbH • Tel +49 2556 902110

pspdeutschland@psp-peugeot.com • www.psp-peugeot.de

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US PROMOTIONAL PRODUCTS INDUSTRY 2012

INCREASE FOR 12 STRAIGHT QUARTERS

The Advertising Specialty Institute (ASI) released its annual distributor sales analysis for the US promotional products industry, showing total sales of US-\$ 19.4 billion for 2012, up 5.2 per cent from 2011. Industry sales have increased for 12 straight quarters, with 5.1 per cent 2012 fourth-quarter sales growth reported – the highest quarterly year-over-year increase since the first quarter. “Sales of promotional products grew at more than twice the rate of the overall US economy, an increase directly attributable to this industry’s entrepreneurs and innovators,” said Timothy M. Andrews, president and chief executive officer of ASI. “Marketers continue to turn to promotional products because they offer the most cost-effective way to get a business’ message across – whether it’s a corner barbershop or a Fortune 50 multi-national.”



HIGHLIGHTS OF ASI'S SALES ANALYSIS INCLUDE:

- Bigger the business, greater the sales: 73 per cent of larger distributors (over US-\$ 1 million in annual revenue) reported an increase in sales in 2012, while 66% of all distributors reported an increase.
- 4Q 2012 better than 4Q 2011: 51.0 per cent of all distributors reported an increase in the fourth quarter, with distributorships of at least US-\$ 250,000 in annual revenue reporting greater percentage increases in sales than their smaller counterparts.
- Smaller the business, smaller the increase: Distributors with revenue under US-\$ 250,000 reported a 1.8 per cent increase in fourth-quarter sales – the smallest increase of any group.
- Optimism continues: 67.1 per cent of distributors predicted sales in 2013 would be higher than in 2012, more tempered than last year's 77.1 per cent. The largest distributors were the most bullish on 2013, with 72.1 per cent anticipating increased sales.

The entire exclusive survey ASI commissioned to estimate industry sales for 2012 and the outlook for 2013. Invitations went to ASI distributor members who were the primary contact with their firms, and had been in business at least one year. According to a recent US Department of Commerce, real gross domestic product (GDP) declined at an annual rate of 0.1 per cent in the fourth quarter of 2012. GDP grew 2.2 per cent in 2012 overall. The media buying agency ZenithOptimedia in December predicted global ad expenditure will grow 4.1 per cent in 2013, reaching US-\$ 518 billion by the end of this year, with growth led by developing markets. Company CEO Steve King said advertisers are willing to increase their budgets wherever they can achieve a strong return on investment (ROI). ASI's most recent Global Advertising Specialties Impressions Study on ROI shows promotional products consistently rank among the most influential, enduring and cost-effective ad mediums available. www.asicentral.com

ISSUE

TISSUE DESIGN TISSUE BOXES ONLINE

The Dutch company IssueTissue has recently been offering the possibility to design a tissue box on their website without special software. Ronald van den Bosch, Managing Director of IssueTissue, explains, “We know that our customers are



constantly looking for innovative products with a limited edition, which can be created at short notice. The design phase is an obstacle to the speed of delivery. With the ‘design online’ pages on our website, it is possible to design a tissue box in just a few minutes. We immediately send an e-mail with a draft together with an offer for the specified quantity. In this way, streamlining the printing process enables the tissue box to be designed and sent to the customer after just ten working days. Equally unique is that this Easytissue Box is available from just 225 units and has a wide variety of applications. “Like all IssueTissue products, this tissue box is delivered with FSC certified tissues for ecologically responsible forestry.

<http://easytissue.de/eigenontwerpbedrijven> – www.issuetissue.com



REMADAYS WARSAW LOG RECEIVES "TOP IDEA" AWARD

At the RemaDays trade fair, which was held in Warsaw from 6 to 8 February 2013, the USB notebook LOG was awarded the 2nd prize in the category "Top Idea". The presentation took place during a ceremony on the final day of the trade fair. For the first time ever, the entire product range of Acar Europe was presented at the fair. The focal point was the "LOG" from Arwey, an exceptional high-quality combination of "notebook" and USB stick – a joint product of Acar Europe GmbH and Zogi Herzog Products GmbH. The product has been sold in Poland and the Baltic countries since mid-2012 in a close and very successful partnership with



the company Zejmo & Siatecki s.c., which represents the product ranges of Acar Europe and Zogi Herzog Products on an exclusive basis. Patrick Döring, managing director of Acar Europe GmbH, based in Germany, is delighted about this award and has announced further innovations for the future: "This is a success of the entire "team", including the developers and

**GIFTS
OF THE YEAR
2013**

colleagues in the production and sales. I also want to thank Szczepan Siatecki, Krzysztof Zejmo and Ula Migalska – the team from Zejmo & Siatecki Poland, who submitted the product at the trade fair."

www.acar-europe.de

60 YEARS OF SERVICE AND ADVICE FYVAR CELEBRATES ITS ANNIVERSARY



Fyvar – the association of manufacturers, suppliers and distributors of promotional products of Spain and Portugal – celebrated its 60 years of service and advice for the sector. On 22 May 1953, a group of professionals met to constitute and to take possession of the provisional commission for the formation of the group manufacturers and sellers of promotional items.

MAXIMUM SOLEMNITY

Since its inception, Fyvar's objective has been to favor to the sector, to professionalize and getting increase the number of advantages and services to the Fyvar's members. For this reason, the last 17 January 2013, Fyvar celebrated its LX General Meeting, and party of 60 Anniversary Fyvar. The event took place in Shôko Madrid, in an environment

THIS YEAR, THE AWARDED COMPANIES IN ITS SIXTH EDITION HAVE BEEN:

- Solera Award: Erfe Publicidad, S.L.
- Solidaridad Award: Phoenix Publicidad, S.R.L.
- Innovación Award: Gotas Garcés y Pardos, S.C.
- Creatividad Award: New Wave Sportwear, S.A. y Amalia López, S.L.
- Gacela Award : Nath 2004, S.L.
- Star: Mr. Armando Galve (Individual award, given to recognize the professional trajectory in the sector).

polyvalent, thought of to celebrate the assembly with the maximum solemnity, and celebrate the Fyvar's Anniversary with a magnificent party: an event unique, special and spectacular, eventfull, with awards, surprises and celebrations. A night to share with all members and friends, also a night to enjoy the presence of important personalities of the sector. During the show, Fyvar presented the awards. Since its beginning the objective of this project has been to recognize the companies and to bring forward the ethic and professional values of the promotional products market in Spain and Portugal. To mention the special distinction dedicated to Mr Josep Maria Pont, in gratefulness for his altruistic dedication, during decades, as illustrious member of the board. Emphasize the approval of the new statutes, internal regulations, and Code of Ethics that Fyvar presented at its extraordinary General Meeting, with the only objective of adapting the regulation to the present times. 2013 is presented for Fyvar with large projects and new challenges for the future 60 years. www.fyvar.es



EPPA CSR CERTIFICATION PROGRAM

RESPONSIBILITY CREATES FUTURE

For three years, EPPA has been busy developing the European Code of Conduct for the promotional product sector. Now CEO Hans Poulis has presented the programme with its three-level approach within the context of the PSI. The heart of the certification scheme is that the industry needs to become more professional in order to remain credible and successful in the future. The PSI Journal spoke to Hans Poulis about the concrete set-up and implementation of the CSR programme.

In a time of shifting markets, successfully doing business with promotional products in the future will depend on the extent to which the industry succeeds in professionalizing and thereby improving its image. Companies that are professional in this sense act in accordance with legal guidelines and respect human rights and

the standards of the International Labour Organization (ILO) – and do so worldwide. They establish complete quality management along the entire supply chain and commit to transparency and openness towards customers and partners. Such companies that act responsibly have distinct competitive advantages: not only can they offer pro-

ducts that are increasingly safe and of higher quality, they are also more credible in everything they do and communicate. Of course, this is true of all companies, but for the promotional product industry, which lives off the communicative and emotional impact of its products, it is particularly significant. In other words, the promotional product industry needs to change in order to be fit for the future. With the German promotional product association, GWW already offering the industry an initiative for professionalization with its code of honour, EPPA – the European promotional products association presented a certification programme for CSR at this year's PSI that had been developed over the course of the previous three years. According to CEO Hans Poulis, the programme with its three-level approach is intended to support promotional product companies across Europe in behaving in a responsible, entrepreneurial way in order to realize the goals mentioned at the beginning. Together, PSI and EPPA will create a communication and information platform for advertising the CSR programme within the industry and highlighting to industry customers the impact of promotional products, which has been proven by studies. <



EPPA's CEO Hans Poulis outlined the necessity of a European quality initiative.

RESPONSIBILITY IN THE SERVICE OF THE INDUSTRY

Hans Poulis, CEO of EPPA, about the set-up and implementation of the CSR programme.

Wer kann am CSR-Programm teilnehmen?

Who can take part in the CSR program?

The CSR program has been developed for the entire industry, so both suppliers and distributors can participate.

How must we imagine the procedure? For instance, what exactly must the owner of a medium-sized supplier/distributor do if they want to participate in the initiative? Who is the first person to contact?

Companies who are interested in joining the CSR program can contact EPPA directly or turn to their country association. They will receive information about the program and detailed information on which steps to take. One of the first steps for a company is to make a brief assessment of its situation to decide which level of the EPPA certification program would be suitable. The EPPA program has different levels: bronze, silver and gold. These levels vary

in the way the principles are applied in a company's operation and verified (silver and gold). A company that wants to join, should assign a key contact person. This person will fill out the work plan and collect the necessary data within the organization (e.g. company size, sourcing countries and main product categories). With the work plan in place, the application for the program is official and the EPPA team will regularly align with the key contact person on e.g. scheduling management training, employee training, company audit and, for gold level, the social audits in the supply chain should that be applicable. For a company that has appropriately documented its processes, the audits will not require more than the audit time itself, which tends to be one or two days for a large company. If a company has not yet documented its processes, we know this can take between a few days and several

weeks, depending on the size of the company.

Can a company simply register with EPPA or does it have to apply? Must a company fulfill certain conditions, such as proving its professionalism in the promotional product business?

Any company that is a member of a national promotional product industry association that is affiliated to EPPA can automatically receive the bronze level of the Code of Conduct. It depends on the country as to whether a company needs to fulfil certain conditions. We know that, for example, in the Netherlands there are a few requirements to fulfil to become a member of the Dutch association PPP. For the other levels, companies have to apply and then the procedure starts. These levels require a certain standard of professionalism such as procedures on law and regulations and clear supplier selection and verification pro-



cesses. Whether or not a company meets the requirements for certification only becomes clear after the company audit.

Do those who sign the Code of Conduct automatically have to go through all the further levels? Or is it possible to “opt out” after, say, the first level?

Companies are encouraged to move upwards in the levels and likely customers will start to ask for it. After 5 to 7 years, companies have to move up a level and apply for certification of the silver level. Given the trends in environmentally and socially responsible business, we expect companies to be ready to take this step by then. Likewise, companies who are certified for the silver level are encouraged to move forward to the gold level. For companies that directly source product categories from high risk countries, moving to the gold level is mandatory after 3 years.

The CSR program is set up in three levels. Bronze level: the first level, according to the information we have so far, is a general declaration of intent to respect laws and human rights.

But this should be the basis of all (business) activity in any case! Or does the bronze level comprise further features?

We could not agree more. But unfortunately this is still not the case for every promotional product company in our industry. Therefore we set up this three-level approach, which allows companies to start by showing they are committed to these causes and have the intention to gradually mature towards their supply chain on these matters. For the bronze level, we know that a few elements, such as integrating it in the company's General Terms & Conditions and making it part of the work of supply chain professionals, helps to reinforce the priority of the topics. We plan to make random checks at bronze-level companies. Our intention is to fur-

ther develop the Code of Conduct with environmental and waste-management aspects within five years.

Silver level: Please describe in more detail the requirements a company must meet to graduate to the Silver Level.

The company recognizes its social responsibility and translates the Code elements into its daily operations. This likely means that a company identifies and documents what rules & regulations apply to its type of business and the country it does business with. This needs to be (come) part and parcel of the purchasing professionals' ways of sourcing and buying products. But also sales people need to be aware of the product risks and how their colleagues ensure that products are safe for customers and end users. And besides product safety, dealing with materials as well as product quality, knowledge of the labour and human rights situation at the locations where products are being manufactured play an important part for purchasing experts. EPPA requires a company to have a person in its organization, assigned with keeping this necessary information up to date and accessible for the people that have to use it in their profession. This person will also be the key liaison for the mandatory company audit. In this audit the above will be verified.

As far as social compliance is concerned, there is also the BSCI Initiative, in which many responsible promotional product companies are already members. What role does the BSCI play within the framework of the stage model of the CSR initiative?

The BSCI is a very well organized certification program. If companies are BSCI members, they qualify almost automatically for the EPPA gold level. BSCI has set their own standards, has membership of mainly distributors and focuses on social responsibility of the manufacturers. They have their own teams of auditors to verify at the manufacturer's premises. BSCI does not check compliance with laws and regulations and only focuses on social standards at the manufacturer's location. As such, it does not say



Claire Teurlings also gave information about the new CSR programme at the PSI.



anything on product safety or other elements that potentially damage the reputation of our customers or the reputation of our industry as a whole. Besides that, the program is quite expensive and does not allow a 'wave' for other social audits that are quite similar, such as WRAP.

Gold level: What distinguishes the gold level from the silver level?

A company integrates the Code into its daily operations throughout the organization and verifies key stakeholders in its supply chain up to the 1st tier manufacturer. This means that a company continually monitors and verifies its supply chain. That is the main difference from the silver level. In the first year, a small percentage of manufacturers need to be audited. EPPA requires a focus on high-risk categories at high-risk locations. Manufacturers that are audited and fail to meet certain criteria will

get time to correct the failures and member companies are encouraged to work with these manufacturers to correct the failures. But if a manufacturer does not want to solve certain labour or human rights issues, a member company should also stop sourcing products there. Each year, the number of audits as a percentage of the number of suppliers the member company does business with, goes up. This percentage ongoing depends on the risks involved.

Are there incentives from EPPA to encourage commitment to the CSR program as such or to the next higher level?

We do encourage companies to grow from one level to the next. And we expect that end customers will encourage this process once the program becomes more and more familiar.

Does EPPA support participating companies in communicating their professionalism and compliance to customers? Are marketing aids being planned?

Yes, we can only encourage that and support that. Participating companies will receive marketing materials and support on how to best use this towards their customers. A part of the fee will be used for dedicated communication towards end customers. And of course members will benefit from the fact that organizations that promote social responsibility will encourage their members to prefer companies with the EPPA certification. Every country has strong networks for these topics. We know that in the Netherlands there are tenders that are restricted to promotional product companies that have an MVO certificate, the Dutch equivalent of the CSR certificate. <



After a two-year pause, but with five additional suppliers, the Session by Impression Roadshow took in eight cities in 2013 – with success.

SESSION BY IMPRESSION ROADSHOW 2013

NINE PROMOTIONAL PRODUCT SPECIALISTS ON TOUR

Nine partners, eight stops, one goal. With brand new catalogues and fresh impressions of the PSI, a group of well-known promotional product suppliers hit the road to their customers' regions – and profited from the logistical advantage of the family-like presentation form of short routes.

Giving Europe, Häusser Europe, Reisensthal, Vossen, Maica, Mauthe, Mahlwerck, Niederegger and Ritter-Pen initiated a joint roadshow early in the year. This group of promotional product suppliers made use of this opportunity to show their invited promotional product distributors in Vienna, Munich, Stuttgart,

Mainz, Sprockhövel near Wuppertal and Halle in Westphalia, Leipzig und Hamburg not only their new catalogues, but also all new products in the industry. There were lots of good arguments in favour of the initiative's convincing concept, including particularly the closeness to customers and the point in time, shortly af-

ter the industry's most important trend-clocking event, the PSI Trade Show. "We go to our distributors located within a maximum radius of 150 kilometres of the respective stops, thus saving them time driving long distances and spending money on accommodation," says Michael Puchtler, Managing Director of Giving Eu-





Michael Puchtler



Bernd Schädlich

rope. “An ideal way to get to know the contact persons in everyday business, even if they don't have any time at trade fairs,” adds Puchtler.

FOCUS EXCLUSIVELY ON NEW PRODUCTS

The group favours concentrating on showing the invited promotional product distributors only new products for 2013 in a relaxed, pleasant atmosphere – and being already able to deliver them. One advantage in scheduling the roadshow from late January to early February is that “after an extensive product presentation, our customers can put their questions to us or order samples right away,” says Bernd Schädlich, Distribution Manager of Häusser Europe. After last success with

only four suppliers, the ensemble has now been ramped up to nine, yet deliberately without doubling the offer. “In this way, we can present more variety in terms of products, but without having several vendors of one product category on board,” explains Schädlich. The gratifying response to the current initiative, which brought in more than 30 per cent more advance reservations than last event, proves that the roadshow concept has been well received.

STRONG VISITOR FREQUENCY

In keeping with tradition so far, the show was most popular in central Germany. “Mainz and locations in North Rhine-Westphalia attracted the most interest, but Stuttgart was also a pleasant surprise to me compared to

2012,” says Michael Puchtler. And like last year, Leipzig was once again given preference over Berlin. The round trip through the country along with the kick-off in Vienna exceeded expectations. “We turned out to be popular wherever we went, counting all in all nearly 400 persons from 250 distributors, a result we were not at all expecting,” Michael Puchtler sums up. Accordingly, there are plans to get a new edition under way next year, not least thanks to the good mood among the distributors who, according to the exhibitors, are forecasting a largely favourable economic situation in 2013. Nor will there be any change in the campaign's timeline: start of the year rather than late autumn, which only allows the perspective on the Christmas business. <



WRITING INSTRUMENTS

AGELESS CLASSIC

Aren't writing instruments the archetype of all advertising products? And maybe they stand at the beginning of all promotional products. Whatever the case may be, they are surely still the most popular and effective. Changeable and constantly being re-created they are among the ageless classics of the industry.

The invention of writing and with it the writing instrument was a significant event in man's cultural evolutionary history. The Babylonians used a stylus with triangular point, with which they pressed the characters of their cuneiform script into the still soft clay of their clay tablets. In many places (for example in ancient Egypt) people wrote with reed pens. The modern Arabic word for pen "qalam" is still derived from the Latin word "calamus" (for "reed"). The Romans themselves used styluses to write on wax tablets. But papyrus (from which the word "paper" stems) from Egypt was also used. Later quills were used. Calligraphers still write with them today. Lead pencils were developed in the 16th Century. Feather quill pens were replaced by fountain pens from the 19th Century. Refill, felt and fibre pens are innovations of the 20th Century. The invention of the ballpoint pen by the Hungarian, László József Bíró, is particularly noteworthy. <



HIGHLY INDIVIDUAL

With a maximum degree of customisation, Akzento Colour Mix from Senator fulfils the desire for combining, guaranteed through the broad range of clip colours. In the basic version the clip comes in eight opaque colours; in matt-transparent the barrel is available in seven colours, in matt-opaque even in eight. The writing implement, equipped with a large-capacity refill containing blue or black ink, will ensure a striking promotional effect – not only because of its many colours and the 15 different clip shapes available as standard. These details are supported by finishing touches such as digital, screen, and pad printing. Photo-realistic motifs can also be realised. Further information is available on request.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 801157
anke.niebel@senatorglobal.com • www.senatorglobal.com

A SPECIAL FEEL

The motto of the new elance soft ballpoint pen from Staedtler is: Tactile promotion made by Staedtler. The velvet-soft surface makes it a particularly haptic writing experience. Besides a metal nib and clip, a metal large-capacity refill is one of the features. The three available barrel colours white, black, and champagne can be printed on in up to four colours. Combined with the new graphite soft retractable pencil, the result is an elegant and modern writing implements set.

41108 • Staedtler Mars GmbH & Co. KG • Tel +49 911 9365514
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editorial@ergaonline.com



RAZOR-SHARP WRITING

Victorinox, the innovative Swiss knife manufacturer, proves that a pen can look completely different from what is normally expected with its version called Signature. After all, this writing instrument is built into a frame of a pocket tool, which is only 58 millimetres long. When opened, a fully-functional pen appears: it has a brand-name refill cartridge filled with gas pressure, which can write in any position. Signature is turned into an ideal and extremely practical keychain which features scissors, a nail file with a screwdriver, a blade and a tweezers-toothpick combo. The colour of the frame can be selected from a total of eight colours, two of which are transparent designs.

44281 • Victorinox AG • Tel +41 41 8181211

261@victorinox.ch • www.victorinox.ch

AN EXTRAVAGANT PEN

The elegant pen called Ans, which can be ordered at Easy Gifts, is made out of plastic and gets its remarkable appearance from the coned-shaped grip zone as well as its shiny matt metallic surface. It is equipped with a plastic refill which has blue ink. A customer's personalized advertising message is placed on the shaft underneath the clip using pad printing.

47300 • Easy Gifts GmbH • Tel +49 911 81781111

info@easygifts.de • www.easygifts.de



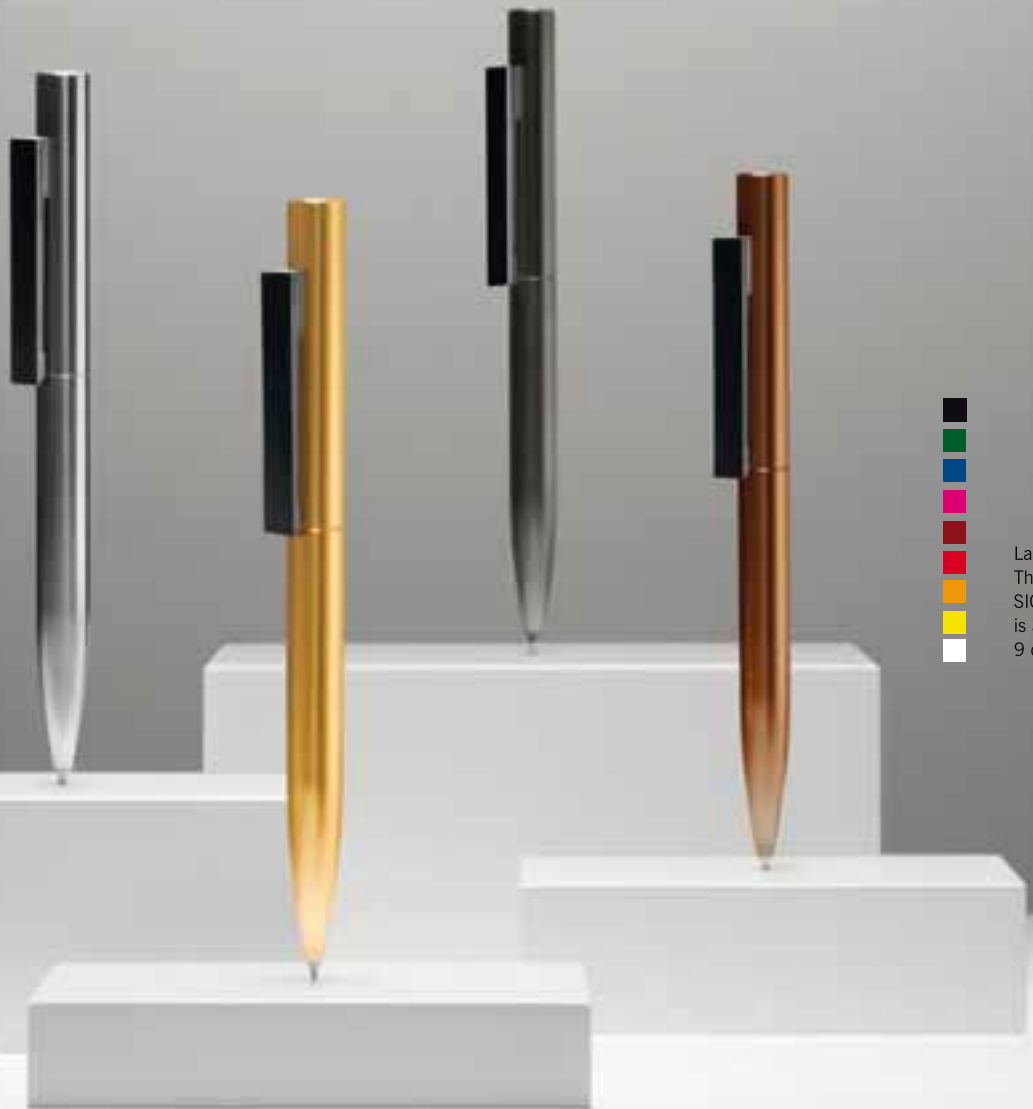
A CLEAR STATEMENT

ATroika fountain pen is a statement in times of e-mails and SMS: selected decorations turn the metal writing implement in the What's New? design into something special. What's New? comes supplied with a blue brand-name cartridge complete with a replacement cartridge in a black metal box. The zippily designed fountain pen holder sits very comfortably in the hand and is light and robust.

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a.bauer@troika.de • www.troika.org

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Writing instruments with high resolution 360 degrees all-around digital print on them, like the brand-new ePen being sold by Italian company Erga, guarantee that an advertising message is transferred to customers' long-term memory. It has been proven that images or photographs can be remembered more easily than words. When a company combines both words and an image on a high-quality writing instrument, its advertising message is immortalized and the company can be assured that its advertising will be effective.

42480 • Erga GmbH • Tel +39 011 2733032

info@ergaonline.com • www.ergaonline.com



PRACTICAL MULTI-USE

Stylo from Xindao excels with no fewer than three handy features. Outwardly, at first the user thinks he is dealing with an attractively designed writing implement. And that is indeed the case – after all, the pen is equipped with a metal refill. However, the zippy concept comprises two more interesting details: a touch pen and a 2 GB-large USB memory stick. Xindao thus combines traditional writing with tomorrow's technology.

42772 • Xindao B.V. • Tel +31 70 319990-0

deutschland@xindao.nl • www.xindao.com



ATTRACTIVE HIGH BRILLIANCE TECHNOLOGY

Deonet has optimised its DeoChrome engraving technique and given it an even more stylish and gleaming look. This engraving technique, suitable for the range's ballpoint pens available in ten modern colours, allows logos to appear in a chrome effect through hand polishing after engraving. The Superior Pen can be had in standard and mini model form. Both pens have a rubber-clad surface and offer high writing comfort. Further information is available on request.

46660 • Deonet GmbH • Tel +49 2824 955229

verkauf@deonet.de • www.deonet.de





ARWEY

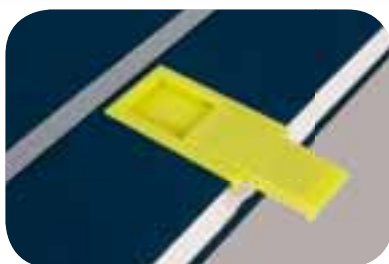
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A JAUNTY LITTLE DANCE

The Silikon Swing Pen from e!xact is a true eye-catcher on any desk: through being docked on the desktop, the writing implement remains firmly fixed and is thereby always close and immediately ready to hand. Another cult feature is the function that allows the Silikon Swing Pen to swing back and forth after a gentle tap. Further information is available on request.

44457 • e!xact Internationale werbemittel GmbH • Tel +49 6126 951175
service@e-xact.de • www.e-xact.de

EXCELLENT PROMOTION ALL ROUND

Stabilo Promotion Products is now realising 360 degrees photo printing on all Stabilo products. With this new finishing technique, advertisers have entirely new options in the depiction of wrap-around visual designs. The printed promotional ballpoint pen thus becomes a designer object. With 360 degrees photo printing, particularly persuasive and enduring promotion can be performed with visual motifs. Whether it be key visuals or product illustrations – with the all-round print, completely new design possibilities open up. Print motifs are now also realised on writing implements – this promotional means is thus ideally integrated into overall communication. Using digital foil transfer printing, this innovative finishing method will even impress the most demanding promotional clients with its gleaming optical effect. Stabilo Promotion Products offers 360 degrees photo printing for the ballpoint pens Stabilo myclip, Stabilo prime and Stabilo free.

43287 • Schwan-STABILO Promotion Products GmbH & Co. KG

Tel +49 911 56734-55 (Sales Germany) • Tel +49 911 56734-65 (International Sales)

service@stabilo-promotion.com (D) • info@stabilo-promotion.com (International)

www.stabilo-promotion.com



PRACTICAL DOUBLE ROLE

The new 2-in-1 ballpoint Touch Pen from elasto form is an ideal companion for smartphones and Tablet PCs. The conductive stylus enables precise navigation on all touchscreens. A soft rubber attachment ensures the accurate writing of messages as well as scrolling with no fingerprints on the display. In addition, TouchPen also functions as a ballpoint pen, made out of metal and equipped with a rotary mechanism, blue refill, and a practical clip. The product, which can be finished with pad printing or laser engraving on the side, is available in black and white.

41369 • elasto form KG • Tel +49 9661 890 0

mail@elasto-form.de • www.elasto-form.de



PET BOTTLE METAMORPHOSIS

Eco-promo, a specialist in ecologically clever products, presents a writing implement that combines environmental consciousness and functionality in the form of its retractable ballpoint pen Avon. Its blue-frosted, transparent look gives almost no clue that used, resource-sparing, recycled PET bottles were put to use during its manufacture. This is a giveaway for anyone who feels an affinity with green sentiments and prefers to write with a clear conscience.

47503 • eco-promo GmbH • Tel +49 9369 9835910
sales@eco-promo.eu • www.eco-promo.de



SMART AND TOUCHING

The blue-inked Smart Touch ballpoint pen from Inspirion not only cuts a good figure on paper. On the end of the barrel, the writing implement possesses user assistance for smartphones and Tablet PCs. The soft stylus tip hits the spot accurately and leaves behind no unwanted fingerprints on the display. The pen has winning looks, in a silvery gleaming stainless steel housing with a slim silhouette and beautifully curved clip.

42907 • Inspirion GmbH • Tel +49 421 5227-0
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A PEN WITH A MEMORY

At first sight, the product available at USB-FlashDrive looks like an ordinary writing implement. Once one gets closer to the pen's optical details, an additional, useful talent becomes apparent: Hidden inside the easy-to-remove cap, next to the clip, a USB memory stick can be found. The various double-function pen models from the British manufacturers' range can be finished with a logo or a custom promotional message.

46516 • USB-FlashDrive.com • Tel +44 1753 491470
sales@usb-flashdrive.com • www.usb-flashdrive.co.uk

BLACK IS BEAUTIFUL

Sleek, modern, black: With the new Black Book from Geiger, it's all about this colour. The notebook with the round corners scores points with Future binding, colour trim, endpaper, rubber band closure and pen clip, each executed in black. At the same time, in its A4 and A5 formats it has the full features of a premium notebook with memo notes and pouch insert, as well as squared-ruled pages with micro-perforation.

41615 • Geiger Aktiengesellschaft • Tel +49 6134 188-0
info@geiger.ag • www.geiger.ag



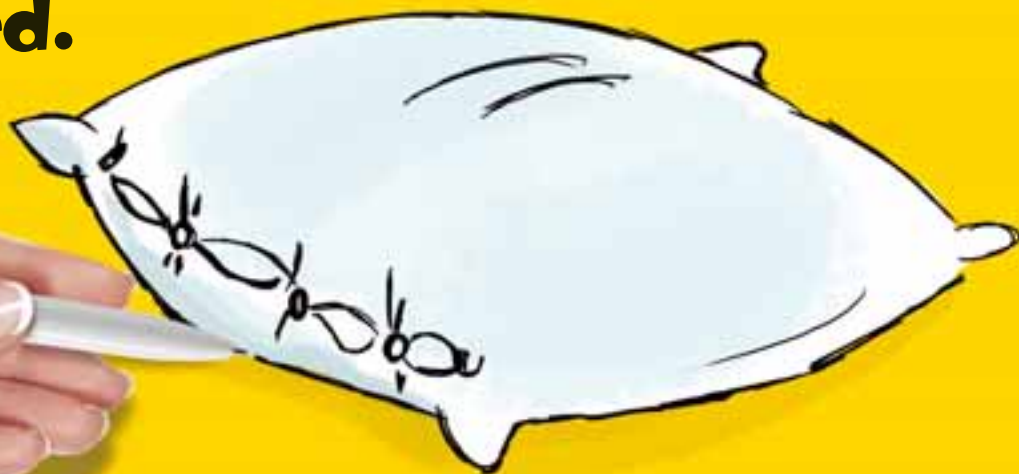
A TOUCH OF SAN FRANCISCO

The stylish metal ballpoint pen Frisco shows how much the giver values his or her customers. A gleaming black cap and the satinised barrel lend this writing implement its exclusive look. The ballpoint pen, supplied individually packaged in a black PU case, is equipped with a metal large-capacity refill containing blue ink. The personalised customer message is lasered onto the cap.

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ELEGANT WOOD DESIGNS

Promotional gifts, which are sustainable and leave customers with a lasting impression, can be created with an unusual design coupled with a natural material and made in Germany – just like the ballpoint pen called Fellow from e+m Holzprodukte. This masculine pen which comes in a classic shape with a clip is available in a light or dark zebrano wood or German oak. The surfaces are polished with a natural wax. All models are packaged in high-quality, black gift packaging. They can be personalized with printing or laser engraving, which gives them a strong advertising effect.

42200 • e+m Holzprodukte GmbH • Tel +49 9181 2975-75
info@em-holzprodukte.de • www.em-holzprodukte.de

UNLIMITED POSSIBILITIES FOR PERSONALISATION

The Polish manufacturer DreamPen has a new and original solution in the area of writing instruments. The Galaxy, Infinity, Optimus, Lotus and Gladiator models not only come with different clips, but they also come with different designs for the shaft and surfaces. The clip can be designed to come in a special shape requested by a customer; for example, it can have a protruding logo. What is more, the writing instruments are being promoted as very effective promotional products because the imprint placed on them meets the highest demands for adequate photo quality thanks to its 1440 dpi resolution. More information is available upon request.

45720 • DreamPen • Tel +48 68 4772230
dreampen@dreampen.pl • www.dreampen.com



NOW EVEN MORE VERSATILE

Many brands already constitute a dynamic promotional team with the robust and reliable ballpoint pens from Schneider. A new rubberised gripping profile is now making the range even more versatile. This upgrade bears the name Dynamix Grip. The comfortable wrapping, structured with fine sweeping lines, ensures that writing becomes an experience. It does not, however, disrupt the ballpoint pen's unobtrusive design. The gaze therefore falls immediately on the essential, namely the brand or promotional message, which is prominently presented on the clip or shaft, or both. The Dynamix Grip is characterised by high product quality at an excellent price/performance ratio. Like all writing implements from Schneider, it is produced in Germany with strict quality and environmental aspects in mind.

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TRADITIONAL AND PRACTICAL

Richartz has a traditional, and at the same time, practical gift set, which consists of the pocket tool called Struktura iLove mini 3 and a brand-name Lamy logo pen. Struktura iLove comes in three colours: black, summer red and ocean blue. For orders of 1,000 units or more, the typical knobs can be given matching colours, in addition to using the traditional finishing techniques of printing and laser engraving.

40884 • Richartz GmbH • Tel +49 212 232310
info@richartz.com • www.richartz.com

A GREEN LINE

Under the brand name GREENline Stabilo is selling sustainable products for writing, drawing and highlighting texts. This includes writing instruments made out of FSC wood or organic plastic, or products which are made out of a high portion of recycling materials or have Cradle-to-Cradle certification. More environmentally-friendly pens are continually being added to the company's product line. For example, 79 per cent of the Stabilo Pointball, a ballpoint pen with the popular orange-white point 88er stripe look, is made out of recycled plastic. This pen will impress you with its soft writing feeling and comfortable anti-slip grip zone. This environmentally-friendly advertising medium is available in six popular colours and also comes in an attractive 4-piece set with a 4c inlay. There is space for an advertising message on the pens and on the packaging. If the refill cartridge is empty, it can be easily and inexpensively replaced with a Stabilo ballpoint refill. Hence, you are guaranteed an advertising method which is effective for a long time.

43287 • Schwan-Stabilo Promotion Products GmbH & Co. KG • Tel +49 911 5673455
service@stabilo-promotion.com • www.stabilo-promotion.com



WRITING WITH A COFFEE AROMA

Those who miss the intoxicating aroma of their coffee as soon as the morning cup is drained have reason to be glad about the unusual concept from Asgard. The writing implement maker from Poland has an elegant ballpoint pen made out of chromed steel in its range that combines the utility of writing with sensory enjoyment: inside the pen Asgard has built in a delicious coffee aroma that fills the surroundings with a pleasant scent. A logo can be engraved on the pen, which is packaged in an ecological jute sleeve.

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l.wagemann@asgard.pl • www.asgard.pl





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**MEINHARD MOMBAUER**

“I WOULD DO IT AGAIN”

Whilst still a student, Meinhard Mombauer founded LM Accessories together with a partner in 1988 and within 25 years built it up into one of the most significant promotional products suppliers. “You have to reinvent a company again and again,” says the entrepreneur today. After our conversation at the company’s headquarters in Cologne, Germany there are no doubts lingering that he has succeeded outstandingly at this. This is the story of LM and the man behind it, who summarises this anniversary year: “I would do it exactly the same way again.”

Shortly after the 22-year-old law student Meinhard Mombauer had founded the two-man company LM Modevertrieb with a classmate, he was advised to sign up for life insurance, with a payout at age 65 as usual. The approximately 40 years until that date appeared so inconceivably long to the young man back then that he curtailed the term to the (from his

viewpoint) manageable period of approximately 30 years. “Now only a few years are remaining from this long term and the company’s already been around for 25 years!” Time does indeed fly – that is simultaneously a cliché and the truth, for Mombauer, too. And sometimes one needs these reminders to make one aware of what one’s achieved in the last few decades.

SURPRISE EMERGENCE AS A PRO

The small company, which initially dealt in fashion accessories, tie bars and other precious metal articles, was only originally intended to improve the students’ professional situation and was going to be sold again once their studies were over. Yet what had begun as an experiment soon developed its own, unexpected momentum: not



only was the company a lot of fun, it was also exceedingly successful. For, after just half a year, they encountered a goldsmith who had contacts with foundries and placed the company in a position to make its own products and turn professional. Acquaintances had already recommended the link with the promotional product industry in 1988 – a concept Mombauer still hadn't heard of at the time. At the Marketing Services trade fair in Frankfurt, he came into contact with Michael Hagemann, who explained the industry structure to him, but this seemed extremely complicated and somewhat strange at first. Nevertheless, LM became a PSI member and it wasn't long before it was at home in the industry. Business progressed well. Word got around and an enquirer made such a good offer that the company was sold at a profit in 1991. An adjustment period of three months was agreed on, Mombauer was offered the role of managing director. He could not really picture this, however. On the contrary: he bought back the company, this time on his own, and undertook the further expansion himself with a number of temporary helpers. By this time, it was clear that his vocation was no longer to be a lawyer, but an entrepreneur. A successful career commenced.

WIDENING COMPETENCE AND EXPANDING THE BRAND

In the meantime, LM had moved into a building that offered sufficient space for an office and warehouse, and initial imports were completed with a partner. As early as 1992 Mombauer gained access, via friends, to suppliers and producers in the Far East; imports were performed independently for the first time. The collaboration with a Taiwanese supplier that began at that time exists to this day. Drop shipping with products from Asia was now added to the in-house production of precious metal accessories and the distribu-

tion of bought-in accessories and button badges. The young company was a first-time exhibitor at PSI in 1994. The takeover of a competitor in 1996 meant that LM could now offer industrially produced sterling silver key fobs. The subsequent years set the course for further development: the first standard collection of sterling silver key fobs was presented at PSI 1998, supplemented by an expanded range of imported products. The next step was the creation of the Reflects brand, which by its very name was meant to do justice to the products: the brand is synonymous with the reflections on the gleaming, valuable silver objects, but also with gift-giving itself, which of course also always prompts a reaction, a reflective effect. In 1999 the first small, but beautiful collection of standard products was presented: little objects of great value for office, desk and dining table, as well as special productions. Competences in special products were expanded, the first neutral catalogues created. Examples of successful products from this time are the cable keyring, along with the Euro calculator.

THE COMPANY HEADQUARTERS: AESTHETIC AND FUNCTIONAL

A further milestone in the corporate history was the new development of today's headquarters on "greenbelt land". Enough space for all offices and the company's own foundry, sufficient warehousing areas and the option to expand – all of this was offered by the genuine greenbelt land on the outskirts of Cologne, outstanding traffic links included. Meinhard Mombauer also realised his personal notions of an office building and his individual taste in this construction. He wanted the building's interior to be clearly laid out and, above all, airy, and indeed there are no narrow corridors and dark corners, it is possible to look out on green scenery from virtually every room. This lifts the mood, Mombauer knows, and

that is what he wants for all of his approximately 100 employees, who, apart from the field sales team, are present on three storeys. We were particularly impressed by the foundry, where smaller and moderate piece numbers and special models in silver or gold are still cast and worked on by hand. The goldsmith from back in the day is still employed there. Finishing is accommodated in several large rooms with an extensive fleet of machines for pad and digital printing, no fewer than five new CO₂ lasers for engravings as well as a doming machine. An interesting point: a dedicated graphics department has grown out of logo editing for print and engraving, now operating with eight graphic designers as an in-house agency, designing and realising catalogues and promotional measures itself. The company aditan, taken over in 2011, a specialist among other things in sunglasses and name plates, utilises its own area in the spacious building.

CLEVERLY DEvised PRODUCT PORTFOLIO

Today, LM sees itself as a full-range distributor, with minor restrictions. The range comprises merchandise, exclusive products, but also items that are realised in co-operation with suppliers in the Far East. In collaboration with its own, plus external designers, in-house designer products are created in addition. The product range covers, among other things, key fobs, special productions in the precious metal area, non-precious metal products, caps, lanyards and textiles. For the product group button badges, lanyards and watches, there are clear modular systems that familiarise customers with the products in a predefined way. Thanks to the background information for easy order customers, these so-called concept products can be integrated into concepts with particular ease. LM's internal structure enables a perfectly organised logistical workflow, meaning that

MEINHARD MOMBAUER IN PERSON

What was your first thought this morning?

Coffee with milk! Now!

When is your day a good one?

When I have had coffee with milk and lots of nice employees have generated a sizeable turnover.

What gets you in a good mood?

A day when there was at least once something to laugh about and – of course – good business deals.

And what drives you crazy?

A lack of accuracy and negligence.

What are you most likely to forgive yourself about?

An extra cup of coffee with milk.

When do you lose track of time?

When I have a good conversation and when I am with my family.

If you were forced to take a four-week holiday, where would you go?

Four weeks! Are you crazy? Anyway: Probably to the USA where there is a lot to learn and see.

What do you like spending your money on?

On my family.

Do you let yourself get seduced by advertisements?

Yes, of course! Who doesn't?

When is a promotional product a good promotional product?

When the following conditions are met: Good idea, a great design, large advertising area, good price.

What is the best promotional product you have ever received?

There is more than just one! I am a fan of promotional products – you know that!

What do you find irritating in relation to promotional products?

When it promises more than it can deliver.

the customer can be assured of reliability and swiftness during completion. Any printed pattern ordered by 2:00 p.m. from the Reflects standard collection will be printed and shipped on the same day. Quick decisions, short routes, owner management and a certain corporate size, but without rigid group structures – these factors are his company's strengths, in the boss' view. His 25 years of experience together with the proven decision structures are synonymous with continuity and trustworthiness.

CSR AS A TASK OF THE FUTURE

The logistics and service optimisation topic will continue to occupy Meinhard Mombauer, as he intends to serve his customers swiftly and impeccably. He has long accepted the challenge in matters of product safety, quality and responsibility. This is why he also supports the CSR initiative of the EPPA, as he thinks a Europe-wide approach is indispensable for strengthening the image of the promotional product as well as of the whole industry. However, he is apprehensive that the many requirements that are placed on the products could scare off promoters at some point, meaning that they no longer dare approach many products, especially when it comes to smaller piece numbers. This is because testing small quantities is an enormous cost factor that can quickly wipe out the profitability of orders. In the case of large piece numbers, on the other hand, which are already tested in their countries of production, things are already looking better. A feasible first step would possibly be to reduce suppliers or even products, in order to be able to offer safety that's affordable in the long term, muses Mombauer. The topic of safety and CSR is, in his view, the biggest task that will need to be tackled in the coming years. With this in mind, therefore, the company needs to evolve with a view to living up to these and other tasks of the future – as has been successfully accomplished so far. At the same time, neither management tasks nor responsibility are a real chore for Mombauer. He enjoys designing and then discussing his ideas within the team. A compact management team supports, advises and also criticises him sometimes, but that is something he sees as constructive and is happy to accept.



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P.COLLECTION

INNOVATIVE PROMOTIONAL PRODUCTS



HEARTFELT PACKAGING

ADV PAX Lutec, the specialist in innovative packaging made of tin plate, is now introducing its extended range of heart tins. The series currently has three different sizes, each in particularly attractive rose or nostalgia designs. The smallest heart measures 47 x 42 x 25 millimetres, the middle variant is available measuring 95 x 90 x 29 millimetres and the large tin of 123 x 120 x 30 millimetres has "a lot of heart". All the tins can be used both in the confectionery field and as packaging for any other kinds of small, valuable items. The supplier's range is rounded off with a multitude of other shapes, special shapes and varieties of lids. Hinged lidded and slip lidded tins, as well as tins in the shape of ladybirds and butterflies, are among the range from the online shop.

46850 • ADV PAX Lutec Vertriebs GmbH • Tel +49 7123 380070
info@adv-pax.de • www.adv-pax.de

PROMOTING DIGITALLY ON LEATHER

Companies are using increasingly colourful logos when advertising, and they want these logos to be reproduced that way on sophisticated supports. The Leather Business saw reason enough in this to now offer multicolour digital custom printing for its Burlington Soft PU line and, at the same time, for products made out of smooth Malvern and Warwick leather as well. Following the resounding success during the year's first trade shows, this range is now being continuously expanded. Flat, even surfaces, as is the case with the DIN A5 book, can now already be printed on all over. Custom names or initials can likewise be applied to leather supports.

46523 • The Leather Business • Tel +44 1299 252099
sales@leather-business.co.uk • www.leather-business.co.uk



DYNAMIC INDIVIDUALITY

With the new white porcelain cup Sweep, Senator is presenting a successful combination of elegance and modernity with maximum usefulness. Attractively shaped and discreet, the cup combines an innovative, registered design with a high level of performance as an effective advertising medium. The generously sized advertising space provides all kinds of possibilities of strikingly putting your brand and corporate design into the right light. The sweeping shape of the handle snuggles up to the straight lines of the cup in an ideal fashion. The overall impression is underlined by a wide range of possible finishes, such as direct or transfer printing. An all-over effect can be created using all-Over Print method, and the Logo 4U process creates a sense of depth and structure. Complete colouring can be achieved with Color 4U. It is also possible for the handle and interior to be printed.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 8010
info@senatorglobal.com • www.senatorglobal.com





COMMUNICATION TO THE POINT OF EGGSTASY

An absolute highlight among the newly introduced products from the confectionery and innovation specialist Jung is the transparent tub EGGstasy with 40 grams of fruit-gum chocolate dragées in the shape of eggs, which also give this promotional medium its name. A fruit-gum centre covered in chocolate with a white sugar coating provides for a special taste sensation. This tub is therefore suitable not only at Easter for all kinds of striking wordplays with terms that have the prefix "ex". As examples of other areas of application, Jung suggests EGGstra, EGGsclusive, EGGspert, EGGstreme and many more. The promotional finishing of the EGGstasy tub is carried out with a full-body sleeve made of transparent film with one to four-colour printing.

41545 • Jung Bonbonfabrik • Tel +49 7042 9070
zentrale@jung-europe.de • www.jung-europe.de



SCORING "VITAL" POINTS WITH THE CUSTOMER

The new Vital Muesli from Kalfany Süße Werbung is a valuable little snack with which the sender can score points in the eyes of the customer. The extra-high fruit content of 30 per cent makes this mix so unusual and tasty. By adding milk, fruit juice or even perhaps additional fresh fruit, the content of the little transparent or white bag, which can be printed on both sides, turns into a welcome in-between meal from which everyone benefits. Each bag contains 30 grams of muesli; customized printing in 4c is possible for print runs of just 5,000 units upwards.

42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 8010
info@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de



26 FARBEN

UNZÄHLIGE KOMBINATIONSMÖGLICHKEITEN



KARLOWSKY FASHION „MIX + MATCH“
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Mit diesem Hinweis haben wir in unserem neuen Hauptkatalog die Artikel gekennzeichnet, die problemlos miteinander kombiniert und farblich perfekt aufeinander abgestimmt werden können. Es erwartet Sie eine Auswahl von 26 Farben und unzähligen Kombinationsmöglichkeiten!



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facebook.com/karlowskyfashion



CLASSIC, PRACTICAL TOP MODELS

The new top models by uma, the Vista and Vitan, are true design and technical highlights. The promotional ballpoint pens are fine examples, featuring the style of timeless classics. Either with or without silver, flexible metal clip, they amaze through their linear form, their carefully chosen, trendy colour selection and optimum writing comfort. What's more, the "made in Germany" quality guarantees short delivery times and finest material properties. From pink to turquoise through to blue, yellow and red, both models are available with solid glossy or transparent frosted housing. As one has come to expect from uma, ample space is provided all-round for logos or individual promotional messages. "The two new uma models are already very popular among our customers," junior director Alexander Ullmann is pleased to announce, "because they are simply highly versatile and of superior quality."

41848 • uma Schreibgeräte Ullmann GmbH • Tel +49 7832 70740

info@uma-pen.com • www.uma-pen.com

SUCH EASY "GARDENING"

The secret of this new featherweight from the company emotion factory is polystyrene. That is what the little pot, from which all kinds of plants can grow, is made of. The supplier is happy to provide information about the possible seed varieties in direct communication with the customer and an appropriate sample can be requested at the same time. The five sides of the surrounding cardboard cube provide plenty of space for an advertising message and can be completely custom designed. Incidentally, even the inexperienced will manage the "gardening" part: simply tear open the perforation in the lid, water the peat tab and sow the enclosed seeds. Then the excitement of the recipient will not be the only thing that quickly and easily starts to grow.

45997 • emotion factory GmbH • Tel +49 7042 81550

info@emotion-factory.com • www.emotion-factory.com



CARD SUPPLEMENTS ADVERTISING EFFECT

The likeable image and long life of the KHK care products are now perfectly supplemented by the large advertising space of the PocketCard. The card is printable on both sides in 4c, thereby providing a particularly powerful advertising effect, and can be combined with all the Pocket products. These products include the Sanistick, Pocketlotion Hand and Pocketspray Sun. The Sanistick with its hand disinfectant spray and patented twist-lock lid can be used for quickly and hygienically cleansing your hands while out and about. The lotion serves its purpose with nurturing hyaluronan and shea butter, while the spray, with a sun protection factor of 15 and in a handy format, provides for sun protection and skincare simultaneously.

46131 • KHK GmbH • Tel +49 221 9854730

info@lipcare.de • www.lipcare.de



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Abbildungen zeigen Sonderausstattung: gelb hinterlegt



Qualitäts-Maßstäbe

www.adga.de



A HEALTHY SMILE ON TRAVELS

In the future, there will be no need to go without a sweet reward on the move just because there is no opportunity to clean teeth afterwards. A practical innovation for all those not wanting to pass up on a treat when travelling or wanting to quickly clean their teeth after dinner comes from the company Franco's Image-Cosmetics & More. The new travel toothbrush with the built-in toothpaste is ready for immediate use at all times and in all places and thereby entirely in the service of mobile dental care. The practical 2-in-1 cleaning tool is available in the standard colours white, yellow, blue, pink, orange and green and can be branded in 2c printing. Use is extremely easy: once the toothbrush head has been pushed back, you're ready to go.

47463 • Francos GmbH Image-Cosmetics & More • Tel +49 2521 8255112

info@francos-gmbh.de • www.francos-gmbh.de

ELEGANT LIGHT FROM 1924

Speaking a perfect formal language and convincing with its cleverly devised function, the Wagenfeld desk lamp from Lehoff is today as in 1924, when it was designed by Wilhelm Wagenfeld, a bright spot and an eye-catcher in the truest sense of the word. The Bauhaus-style light, now on offer today in the only authorised re-edition, is produced out of nickel-plated metal with clear glass and opal glass and comes to the recipient with individual numbering and seal of authenticity. In addition, the company Lehoff offers the full service package, from advice about purchasing to delivery to the customer. A wide range of premium and promotional products can be found on the company's homepage.

41259 • Lehoff Im- und Export GmbH • Tel +49 40 5296070

info@lehoff.de • www.lehoff.de



STEPPING COLOURFULLY INTO SPRING

The wintry grey-on-grey is saying goodbye and fresh colours are just around the corner. With attractive and vibrant shirts, polos, and colourful accessories, the Daiber world of brands is supplying the right spring outfits. New, colourful shirt models in bold colours give an appropriate welcome to spring. The Ladies' and Men's Vintage-T in the "used look" cut an excellent figure and lift the mood. A total of 55 shirt models from James & Nicholson, as short-sleeve, long-sleeve and sleeveless variants in up to 30 colours, stir up spring fever. The ideal accessory and an absolute must for this spring is delivered simultaneously by Myrtle Beach: summer-light scarves in jolly colours and with attractive appliqués. With their little tassels, elegant fringes and up-to-date patterns, Summer Breeze, Maxi Double Style Scarf and Retro Tassel Scarf round off every outfit and are a real treat for the eyes. All products can be customised by means of printing or embroidery.

42819 • Gustav Daiber GmbH • Tel +49 7432 70160

info@daiber.de • www.daiber.de





CAREFREE UNDER OPEN SKIES

Summer vacationers and sun worshippers are in good hands with i.p.a. cosmetics once again this year, as a whole range of high-quality care products ensures that the spell under open skies does not end in disaster. With SPF 15 and a combination of UVA and UVB bandwidth filters, sun lotion and sun spray provide reliable protection against sunburn. At the same time, caring and moisturising components prevent skin ageing caused by light and take care of wellbeing. Numerous customisation options are available in all packaging forms in the range from i.p.a. cosmetics. In addition, the products demonstrate attentiveness and a sense of responsibility in respect of the recipient.

42567 • i.p.a. cosmetics GmbH • Tel +49 2521 83000
info@ipacosmetics.de • www.i-p-a.de



UNFORGETTABLE GREETINGS

The recipient will happily remember this spring greeting – and not only because, after a short wait, a tender forget-me-not grows out of the attractive little tin. Multiflower now presents this plant tin, thus probably striking a chord with many flower fans. Besides the soil tablet, which only needs water to swell, the tin with the clever snap lid also of course contains the forget-me-not seed as well as care instructions. Printing on the standard motif is available as a promotional surface. As an alternative to that, the lid label can also be completely self-designed from a run of 250 pieces.

45974 • Multiflower GmbH • Tel +49 6223 866560
info@multiflower.de • www.multiflower.de

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E-Mail: mail@dubspromotion.de
www.dubspromotion.de



CLASSY STORAGE COVERS

Uniqueness and individuality in design and touch were the goal in the development of the pen drive USB storage device from Rubens Design. Fine materials, such as silver, exotic wood and Swarovski crystals, provide this extraordinary finish to the products for customers who desire something more than just mass production. "We know from personal experience that the market demands exclusive, high-quality and natural materials," the suppliers report. With this aim of guaranteeing the highest of quality, all the products are produced by hand using state-of-the-art technology.

46790 • Rubens Design • Tel +48 58 6603221

biuro@rubensdesign.pl • www.rubensdesign.pl

KEY FOB WITH A DIGITAL PLUS

A key ring that simultaneously functions as a connection to the digital world is being introduced by Troika in the form of the Stylus Keyring. The solid key ring has a stylus fixed with a click mechanism for use with iPads, iPhones and other tablet PCs with a touch screen. Made of cast metal with a shiny chrome finish, the key fob thereby has a double function that comes as a welcome aid particularly on small displays and while out and about, showing a significantly higher "hit rate" than the conventional operation by finger.

46311 • Troika Germany GmbH • Tel +49 2662 95110

a.bauer@troika.de • www.troika.org



TRENDY IN A RETRO LOOK

The retro-look lorry tarpaulin messenger bag now presented by Trendbagz is reminiscent of the 1960s and 1970s. Besides its striking look the bag offers a generous promotional surface that can hardly be missed. The robust material protects the contents the way the tarpaulin protected valuable freight during its "first life" in the loading bay. As an in-stock product, it is available at short notice in black and silver and can be finished by means of screen printing or embroidery. More information on other variants and options can be found on the provider's homepage.

48336 • Trendbagz GmbH • Tel +49 201 8993650

info@trendbagz.com • www.trendbagz.com



DOUBLE-SIDED ATTENTION

Particularly elegant and with promotional effect is how Deonet describes its newly introduced key fobs from the Verso series. These chrome key fobs with their valuable appearance provide the option of presenting advertising messages on both sides at once by means of doming in full colour printing with a protective acrylic coating. The Verso model is available in three variants that simultaneously look solid but slim. With a choice of rectangular, square or round shapes, the key fob provides the appropriate basis for virtually any promotional requests you might have. Particularly eye-catching on all the models is the solid and stable connection to the actual key ring.

46660 • Deonet GmbH • Tel +49 2824 955229
verkauf@deonet.de • www.deonet.de



FLOURISHING "BOMBS"

Flower-Balls from emotion factory make it playfully easy to sow seeds and make one's surroundings a little greener or more colourful. The little balls made out of seed, soil and powdered clay do not even need to be dug in or planted, as they grow wherever "chance" takes them. As soon as they come into contact with soil, they strike roots and flourish splendidly. With these balls, promotional messages can be scattered with equal ease: on the tab of the sachet containing three balls, customisation is performed in digital printing. The balls can optionally be equipped with sunflower or wildflower seed. Further packaging variants, more info or samples are available directly from the provider.

45997 • Emotion Factory GmbH • Tel +49 7042 81550
info@emotion-factory.com • www.emotion-factory.com





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PROMOTÜRK POWERED BY PSI SPECIAL DISCOUNTS FOR MANUFACTURERS

From 19 to 22 September, the 28th edition of the promotional product trade fair Promotürk will take place at the Expo Center/Cnr Expo in Istanbul, Turkey. This leading Turkish industry event is being organised with the support of the PSI organization for the third time. This event is steeped in tradition and connects the promotional product markets in Europe, Asia and the Arabic world with each other at the border of two continents. It is being organised by the Turkish promotional product association Promoturk in collaboration with the ITE Group. Visitors can register themselves free of charge at www.ite-promo.com (please follow the link "Online Invitation Form"). PSI manufacturer-members can again receive an exclusive special discount as exhibitors:



- Without a stand construction: starting from € 155 per square metres (regular price: € 180) plus € 220 for registration (plus VAT)

- Including a stand construction (walls, carpet, 1 spotlight – each 3 square metres, 1 electrical socket, inscription on panels): starting from € 175 per m² (regular price: € 200) plus € 220 for registration (plus VAT)

If you are interested in the offer, please contact Nina Schiffhauer at nina.schiffhauer@reedexpo.de or tel. +49 211 90191-212.



52ND PSI TRADE SHOW BOOK A TRADE FAIR STAND FOR 2014 NOW

For more than half a century, the PSI Trade Show has been setting the standards when it comes to promotional products. Over the years it has developed into a leading industry event with an international flair. The PSI event has traditionally acted as an indicator for the promotional product industry at the beginning of the year, showcasing the wide array of products and trends being sought after in Europe. The spectrum of international and professional visitors is made up of about 80 per cent of people who play a crucial part in making purchasing decisions for their company or who are partially responsible for this. This is one of the many reasons for exhibitors to present their new innovations at the PSI Trade Show. The 52nd edition of the PSI Trade Show will take place from 8 to 10 January 2014. Interested exhibitors should take advantage of this opportunity and book their trade fair stand for 2014 now. More information www.psi-messe.com/standbuchung_289.html.

The link for the stand cost calculator is: www.psi-messe.com/standkostenkalkulator. What is more, potential exhibitors should also start thinking about their marketing strategy for visitors: The PSI team would be happy to lend a hand with this and they offer PSI smart services, which can be used to market trade fair stands before, during and after the Trade Show. More information is available at: tel. +49 211 90191-600, sales@psi-messe.com.

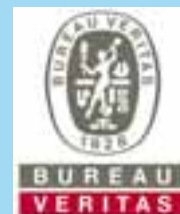
52ND PSI TRADE SHOW TICKET SHOP WILL BE ONLINE STARTING IN JUNE

After the trade fair is before the trade fair. After all, a promotional product year is both eventful and relatively short. A few arguments in favour of paying a visit to the next PSI include the fact that there are around 1,000 exhibitors in attendance and many great innovations and exciting highlights are on display at the event. Anyone planning on participating in the 52nd PSI Trade Show from 8 to 10 January 2014 should preferably order his or her fair tickets ahead of time at the PSI Online Ticket Shop. This saves time and money when purchasing tickets. For this reason, you should make a note of the date now. The



PSI Online Ticket Shop for the 52nd PSI Trade Show 2014 will be up and running starting in June 2013. Visitors can get an early-bird discount here.





PSI SUPPLIER FINDER

YOU HAVE UNTIL 10 APRIL TO **UPDATE INPUT**

You have until 10 April 2013 to update your entries in the PSI Supplier Finder 1/2013. Don't miss this chance to update your company profile so PSI distributors can find it more easily. Thanks to the relaunch of the PSI Supplier Finder, PSI members can now put an even more comprehensive presentation in the supplier directory. The new QR codes enable distributors to access the detailed supplier offer in the Product Finder. Thanks to the new certification system, suppliers can make it clear that they adhere to the highest standards of professionalism and customer care. Please log in with your PSI access data at www.psi-network.de/supplierfinder to revise the online form. Tobias Fliss will be happy to give you additional advice and answer your questions:
tel.: +49 211 90191-321,
e-mail: tobias.fliss@reedexpo.de <



PSI WEB SHOP

DATES FOR THE SPRING ROADSHOW



Due to the success of its premier event last year, PSI is again making the PSI Web Shop the focus of another roadshow. In April 2013, members of the PSI network will be offered several opportunities to become acquainted with the qualities and functionality of this exceptional marketing and sales tool in different regions throughout Germany. Participants will find out everything about the set-up process and the low costs, as well as how the data is maintained and updated by the PSI organisation. The PSI Web Shop is the latest addition to the series of the PSI Online Services on offer and the Web Shop is based on the innovative product database in the PSI Data Aggregation System (DAS). At the same time, it is also a part of the

THE DATES IN GERMANY:

15 Apr. 2013, Münster
16 Apr. 2013, Bremen
17 Apr. 2013, Berlin
18 Apr. 2013, Nuremberg
19 Apr. 2013, Stuttgart

"Integrated PSI Product Sourcing Suite," although it can also be applied and used as an individual product.
Registration under:
www.psi-network.de/roadshow_webshop <

BUREAU VERITAS

SEMINARS ON THE SUBJECT OF TOYS AND REACH

The PSI service partner Bureau Veritas, one of the world's leading inspection, classification and certification companies, is offering PSI members free seminars on "Chemical requirements for toys."

OVERVIEW OF THE SEMINARS:

Free short seminars: Chemical requirements for toys 2013

All toys that are sold on the EU market from July 2013 must meet the new and revised chemical requirements of the EU Directive 2009/48 / EC on the safety of toys. The short seminar provides information on the new chemical requirements and shows how companies can fulfil the requirements.

SEMINAR SUBJECTS:

- Knowing and understanding the new chemical requirements of the EU Toy Safety Directive
- Demonstration of various approaches to fulfil the new chemical requirements
- Inspections and audits used effectively and efficiently

DATES:

09 Apr. 2013, Munich
16 Apr. 2013, Nuremberg
17 Apr. 2013, Hamburg
07 May 2013, Berlin
23 May 2013, Dresden
06 Jun. 2013, Frankfurt
18 Jun. 2013, Hanover

TIME:

11:00 am – 2:00 pm

More information on the seminars as well as registration forms can be found at:
marketing.cps@de.bureauveritas.com
www.bureauveritas.de/cps <

TECHNOLOGY AND FUTURE

Nowhere is innovation more clearly and succinctly presented than at trade fairs. In March, for instance, the CeBIT was held once again, the world's biggest IT fair. The fascinating world of computers, smartphones, networks and software is the world we inhabit at every step of our private and business lives.

However, the speed at which new products and terminology hail down upon us is also frightening. Social media are now almost a part of everyday life. That there are soon to be systems which will know that we are coming down sick before we even feel poorly makes us feel strange.

The changes technology brings into our world can no longer be denied today. If we look back at the past ten years, this becomes even clearer. Methods and tools have changed, yet even more profound upheavals await us. Technology is going to cause changes in consultancy, services and even products, especially in regard of business with commercial customers.

While a wide variety of promotional product prototypes were on display at the PSI Trade Show, they could be produced on site at the CeBIT. There have been three-dimensional printers for some time already. But now the price of this technology is fall-

ing so dramatically, that consumers are already being seen as a market. Will end customers generate their own promotional products in the near future? And how will they shop for them in the future? The e-commerce park at the CeBIT clearly showed that sales on the Web are going to reach whole new dimensions along with the already impressive growth rates.

This means that technology is going to have a decisive influence on the promotional product industry in the future, as well. <



»Technology is going to have a decisive influence on the promotional product industry in the future, as well.«

Best regards,

A handwritten signature in black ink, appearing to read 'M. Freter'.

Michael Freter
Publisher of PSI Journal
Managing Director PSI
michael.freter@psionline.de



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Messen | Trade Fairs 2013

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The Leading International Trade Show of the Promotional Product Industry
www.psi-messe.com

EQUITANA 16. - 24.03.2013 Essen

Weltmesse des Pferdesports
Equestrian Sports World Fair
www.equitana.com

FIBO 11. - 14.04.2013 Köln

Internationale Leitmesse für Fitness, Wellness & Gesundheit
The Leading International Trade Show for Fitness, Wellness & Health
www.fibo.de

FIBO POWER 11. - 14.04.2013 Köln

Europas größter Treffpunkt der Bodybuilding- und Kraftsport-Szene
Europe's biggest meeting point for Bodybuilding and Weight Training Community
www.fibo-power.de

ALUMINIUM MIDDLE EAST 23. - 25.04.2013 Dubai

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www.aluminium-middleeast.com

SHOWTECH 18. - 20.06.2013 Berlin

16. Internationale Fachmesse und Kongress für Theater, Film und Event
16th International Trade Show and Conference for Theatre, Film and Event
www.showtech.de

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COMPOSITES CHINA 02. - 04.07.2013 Shanghai

Chinese Trade Fair and Forum for Advanced Composites and Technologies
www.composites-china.cn

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4th International tradeshow
www.aluminium-india.com

COMPOSITES EUROPE 17. - 19.09.2013 Stuttgart

8. Europäische Fachmesse & Forum für Verbundwerkstoffe, Technologie und Anwendungen
8th European Trade Fair & Forum for Composites, Technology and Applications
www.composites-europe.com

viscom düsseldorf 2013 07. - 09.11.2013 Düsseldorf

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International trade fair for visual communication, technology and design
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A⁺A⁺A⁺ HANDELSTAG

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Besuchen Sie den **kostenlosen NEWSWEEK-Handelstag 2013** im THE SQAIRE Conference Center in der europäischen Finanzmetropole Frankfurt am Main **am 04.06.2013**. Diese spektakuläre Location am Flughafen – gut erreichbar mit Flugzeug, Bahn und Auto – bildet den passenden Rahmen für die Präsentation der erfolgreichsten Werbeform im Mediamix, dem Werbeartikel. Melden Sie sich noch heute zum Besuch des kostenlosen Handelstages an: www.newsweek-info.de/handelstag



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Durch vielfältige Fertigungsverfahren im Spritzguß, in der Drucktechnik und verschiedenster Veredlungen sind wir in der Lage, auf individuelle Kundenwünsche und Bedürfnisse einzugehen. Kurze Entscheidungswege ermöglichen schnelle Lieferzeiten. Unser Ziel ist es, weiter im Werbemittelmarkt zu expandieren.

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FOSTERING TRUST WITH CERTIFIED PRODUCTS

Seals of quality and certificates foster trust. They show customers and business partners that business activities have been thought through and are constantly being adjusted and improved. Many companies take their responsibility very seriously and have their manufacturing processes certified. In the May issue of the PSI Journal we will present certified promotional products to you, as well as promotional product highlights from the areas of textiles and leather.

Please give some thought right now to the cover themes of the June issue, "Sweet Living" and "Office, Computer, USB", and send your product presentations (image and text) by 19 April 2013 at the latest to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, E-Mail: hoechemer@edit-line.de. <



IN-CRYSTAL: QUALITY THAT PAYS OFF

In tranquil Rutesheim near Stuttgart, everything revolves around transparent promotional products. What started in Greece has been continuing in Germany for the past three years: Sandra and Andreas Vavelidis of In-Crystal have devoted themselves to producing high-quality promotional products made of glass. In our May issue, you can read more about two entrepreneurs who do not easily let themselves get disheartened. <



SCHOLZ PROMOTION SERVICE: WEMA 2013

Alexander Helm of Scholz Promotion celebrated a small anniversary this year with the WEMA in-house exhibition. On 15 May 34 exhibitors presented 346 visitors a mixture of time-tested and new promotional products in the Römerkastell in Stuttgart, Germany. Under the motto "The Power of Ideas", Helm once again organized a WEMA which delighted visitors and exhibitors alike. Read more on this in the coming issue of the PSI Journal. <

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